
THE LIBRARY OF CONGRESS
1800

Scanned from the collections of
The Library of Congress



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

5 -FEB 1
Copy ✓ 1960

PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 65 NEW YORK, U.S.A., THURSDAY, OCTOBER 1, 1959 TEN CENTS

Novins Says:

Plans for U.S. Telemeter Start Still Unsettled

Several Sites Under Study To Follow Toronto Project

An activation of Telemeter, whether in the New York metropolitan area or elsewhere in the United States, is not imminent and certainly will not be undertaken simultaneously with the planned launching of Telemeter in Etobicoke, Ont., in December, Louis A. Novins, president of International Telemeter Corp., said yesterday.



Louis A. Novins

Commenting on a variety of rumors that are current in the trade con-

(*Continued on page* 6)

Mrs. Wallerstein Heads TOA Ladies Committee

Mrs. David B. Wallerstein, wife of the president of B. & K. Theatres of Chicago, will serve as chairman of the ladies committee for the 12th annual convention of Theatre Owners of America, at the Hotel Sherman in Chicago Nov. 8-12, it was announced by George G. Kerasotes, TOA president.

Mrs. Wallerstein's committee will

(*Continued on page* 7)

Acquire 'Conqueror' for Production in Cinerama

Acquisition of screen rights to "The Conqueror," a novel by Georgette Heyer, was announced yesterday by Cinerama, Inc., for production in the wide-screen process. A screen play has

(*Continued on page* 2)

TELEVISION TODAY—page 6

Gains in Fight Vs. Penn. Sunday Ban; Exhibitors Told to Intensify Efforts

Special to THE DAILY

WAYNESBORO, Pa., Sept. 30.—Gains have been made in the campaign of the Pennsylvania Motion Picture Association to revise the state's Sunday Motion Picture Act banning theatre operation on the Sabbath, but the fight must still be pushed, exhibitors are told in a letter sent out by John W. Keller, lawyer for the Association.

The 1959 session of the General Assembly is about to adjourn, and it is apparent there will be no action on Senate Bill 921 to revise the Act. With this the case, Keller states, the Association wants to sit down with sympathetic legislators and review the

(*Continued on page* 3)

World Bow Oct. 22 for 'Last Angry Man' Here

Columbia's Fred Kohlmar production, "The Last Angry Man," starring Paul Muni and David Wayne, will have its world premiere at the Trans-Lux 52nd Street Theatre here on Thursday evening, October 22, with a benefit performance for Brooklyn's Beth-El Hospital. A simultaneous opening will take place at the Forum Theatre, on the same day, after which the New York world-premiere engagement will continue at both theatres on a regular performance basis.

The world premiere benefit for

(*Continued on page* 3)

Strausberg to Head Joint Defense Drive

Solomon M. Strausberg, president of Interboro Circuit, Inc., has been named chairman of the Motion Picture Division of the Joint Defense Appeal, it was announced by Andrew Goodman, campaign chairman. Strausberg and a committee of industry leaders will spearhead a drive that will be highlighted by a testimonial luncheon honoring Max E. Youngstein, vice-president of United Artists. The luncheon will be held on Tues-

(*Continued on page* 2)

Md. Court Reprimands Two on Censor Fee

Special to THE DAILY

BALTIMORE, Sept. 30.—A theatre manager and a film distributor were reprimanded in Ferndale Police Court by magistrate Ralph Boyd for splitting a Maryland State Board of Motion Picture Censors strip of film in order to avoid paying censorship fee on a copy of film print previously approved by the board.

The men are Fred Steele of K. Gordon Murray Productions, Miami, Fla., and Harry Bondurant, manager of the Governor Ritchie Drive-in Theatre. They were released when the state declined to issue a criminal warrant.

Censorship fee for a second film

(*Continued on page* 3)

Kliegl, Light Inventor, Dies; Mass Saturday

John H. Kliegl, president of Kliegl Brothers Universal Electric Stage and Lighting Co. of this city, died yesterday at Doctors Hospital at the age of 89. He is survived by his wife, Anna, two sons, two daughters and 11 grandchildren.

Kliegl, with his brother, Anton, in 1911 developed and perfected the Klieg light as an arc lamp making possible the taking of motion pictures indoors. It was succeeded later by the incandescent light.

Requiem mass will be held Saturday, 9 A.M., at St. Malachy's Church here.

Am-Par Record Acquires Grand Award Firms

Am-Par Record Corp., a subsidiary of American Broadcasting-Paramount Theatres, has purchased outright the Grand Award Record Corp. and its affiliates, Waldorf Music Hall, Inc., and Award Publishing Corp., Samuel H. Clark, president of Am-Par, announced yesterday.

Clark said that Enoch Light, or-

(*Continued on page* 7)

Milwaukee Branch Leads In Columbia Sales Drive

Columbia Pictures' Milwaukee branch has taken over the number one spot at the half-way mark in the company's six-month "salute to the president" sales drive honoring A. Schneider. The Milwaukee branch, under the managership of Harry Ol-

(*Continued on page* 2)

Plan Set

All Exhibitors To Be Queried On Ad Topics

ACE-MPA Ad Committee Project, Ready to Start

A national study of specific advertising-publicity-promotion values and problems is being undertaken by the advertising-publicity directors committee of the Motion Picture Association in conjunction with the American Congress of Exhibitors.

Final plans for the project were approved at the meeting of the MPAA-ACE advertising committee here earlier this week. At present, a questionnaire prepared by the advertising directors committee is being

(*Continued on page* 2)

Curtis, EKC Official, To Address SMPTE

Edward P. Curtis, a director of Eastman Kodak Co. and vice-president in charge of professional motion picture film sales and foreign sales and advertising, will deliver an address at the opening luncheon of the 86th semi-annual convention of the Society of Motion Picture and Television Engineers, to be held here Oct. 5 at the Statler Hilton Hotel.

Curtis' subject will be "Engineering in the Space Age." The theme of the convention is "Motion Pictures and Television in the Space Age."

Fox Names Awan N. Y. Regional Ad-Pub Head

Adrian Awan, 20th Century-Fox exploitation specialist since 1953, has been named regional ad-pub manager for the company in New York.

In his new assignment, Awan, who formerly held the post of ad-pub manager for Cleveland-Detroit, will work closely with New York branch manager Abe Dickstein and will aid in formulating advertising and promotional plans for the New York-New Jersey area. Awan's first assignment will be the coordination of

(*Continued on page* 3)

PN 1993

PERSONAL MENTION

DAVID L. LIPTON, Universal Pictures vice-president, returned to Hollywood yesterday from New York.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of domestic distribution, has returned to New York from Montana.

•

BERNIE MYERSON, Fabian Theatres buyer and booker, was in Albany, N. Y., from here.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from the Midwest.

•

LOUISE SCHUESSLER, daughter of HOWARD SCHUESSLER, Atlanta booking agent, was married there to LARRY BALDWIN.

•

OTTO PREMINGER will return to New York tomorrow from Europe.

•

MARTIN JUROW and RICHARD SHEPHERD, producers of "The Fugitive Kind" for United Artists, will come to New York this week from Hollywood.

•

JACKSON E. DUBE, radio-TV director for Cole, Fisher & Rogow, advertising agency, was married here to PAT LAVELLE, stage and TV actress.

•

PAT MCGEE, Denver theatre executive, is recuperating in Presbyterian Hospital there following surgery.

•

NELL MIDDLETON, secretary at the M-G-M branch in Atlanta, has returned there with her husband from Miami.

•

MEL RYDELL, of the Buena Vista foreign staff, has left New York for Mexico City, Havana and Kingston, Jamaica.

•

MRS. W. A. BOWERS has given birth to a son in Warrior, Ala. She and her husband are operators of the Warrior Theatre there.

Mirisch Signs Lehman

HOLLYWOOD, Sept. 30.—Ernest Lehman has been signed by the Mirisch Co. and producer-director Robert Wise to write the screenplay for "West Side Story," musical drama which will be filmed in association with Seven Arts Productions for United Artists Relcase.

To Query Exhibitors on Ads

(*Continued from page* 1)

reviewed by ACE before being sent to exhibitors throughout the country.

ACE will undertake the distribution of the questionnaire through its national and regional facilities and will encourage as wide as possible an exhibitor response in order to provide a maximum amount of data for the industry's advertising executives.

The aim of the project will be to obtain specific exhibitor views on a variety of subject matter in order to guide the industry's advertising men in providing the most effective advertising, publicity and exploitation material possible. It is not a research project but, rather, a quest for specific," immediately useable, practical information.

An attempt will be made to determine the relative merits of specific types of films ads, accessories, radio and television usage, the attitudes of the nation's newspapers toward censorship of film ads, views on off-the-amusement positions for theatre advertising, as well as a wide variety of other information for the guidance of the distributors' advertising heads.

All of the questionnaire information, of course, is designed for use in providing exhibitors with selling and promotion material as near to their order and as effective as possible.

Copies of the questionnaire are expected to be released to the trade as soon as the questions and their phraseology have been checked and approved, probably by late today or tomorrow.

Cincinnati to Welcome Goldwyn 'Porgy' Today

Special to THE DAILY

CINCINNATI, Sept. 30.—A Hollywood atmosphere will pervade this city tomorrow night when Samuel Goldwyn's "Porgy and Bess" opens at the Valley Theatre, complete with searchlights, red carpets and notables from the community's civic, social and art life. Goldwyn and Mrs. Goldwyn will be among the guests.

The opening will commemorate the George Gershwin Birthday Week Celebration. The premiere will be sponsored by the Cincinnati Institute of Fine Arts, headed by John Jay Emery, hotel owner and civic leader.

Strausberg to Head

(*Continued from page* 1)

day, Nov. 24, at the Hotel Astor.

Members of the executive committee of the Motion Picture Division participating in the campaign include Barney Balaban, president of Paramount Pictures; Harry Brandt, president of Brandt Theatres; Robert Benjamin, chairman of the board of United Artists; William J. German, president of William J. German, Inc. and Samuel Schneider.

Strausberg, who is chairman of the board of directors of the Metropolitan Motion Picture Association, is a member of the Cinema Lodge of B'nai B'rith and is active in many humanitarian causes.

Plan Labor Parade Film

A motion picture film of the recent Labor Day parade here is being made for presentation to the New York City Central Trades Council, which, in turn, will make it available to schools and other interested groups. Production is under the supervision of Jay Rescher of Cameraman's Local 644, IATSE, which is also contributing all technical services.

Milwaukee

(*Continued from page* 1)

shan, held a slim lead over runner-up New Haven and third-place Albany.

In the spirited captains' contest competition, the team of Leo Jaffe, first vice-president and treasurer, is in first place by a narrow margin over the team of Jonas Rosenfield, Jr., executive in charge of advertising and publicity. Jaffe's team consists of the New Haven, Albany, Buffalo, Boston and Philadelphia branches, while Rosenfield's "lucky seven" includes Milwaukee, Indianapolis, Detroit, Kansas City, St. Louis, Des Moines and Minneapolis.

Carl Shalit, Columbia's midwest division manager, leads Harry Rogovin, New England division manager, in that phase of the competition.

The drive will run until Dec. 24, 1959. More than $50,000 in prize money will be awarded in the drive, with all contests based on total billings.

Party for Blumenstock

A "Get Rid of Sid Party" will be held for Sid Blumenstock, who on Oct. 15 moves to the Coast as vice-president in charge of the Hollywood office of Charles Schlaifer & Co., advertising agency. The "party" will be held at Sardi's on Oct. 13. On the luncheon committee are Rodney Bush, Harry Mandel, Taylor Mills, Jerry Pickman, Si Seadler and Charles Simonelli.

Bert Lewis Dies

HOLYWOKE, Colo., Sept. 30.—Funeral services are being held here this week for Bert Lewis, operator of the Peerless Theatre here. He is survived by his wife, Edna, also active in the operation of the theatre.

See Production Rise At Studios in October

From THE DAILY Bureau

HOLLYWOOD, Sept. 30. — With seven pictures started this week, including three independent productions, with no release set as yet, production climbed to 28 films currently before the cameras, while four were completed.

A survey indicates a rise in production for the month of October, with 20th Century-Fox planning six, Columbia five, and Metro-Goldwyn-Mayer, four, Allied Artists two, and at least one from each of the other major companies.

Started were: "The Purple Gang" a Lindsley Parsons Production for Allied Artists; "The Adventures of Huckleberry Finn" which Samuel Goldwyn, Jr., is producing for Metro-Goldwyn-Mayer release; "The Rat Race" Perlberg-Seaton production for Paramount; "The Voice," an API production for 20th Century-Fox release. Independents: "Gorgo," King Bros. production; "The Threat" a Robin Rae production, and "The Chartoose Caboose," a Red-Bill production.

Four Completed

Completed were: "Gulliver's Travels" (U-I) Morningside World-Wide S.A. for Columbia release; "Beloved Infidel" Jerry Wald's Company of Artists production for 20th Century-Fox; "The House on Airport Drive" Premium Pictures, for United Artists release; and "Invasion of Mars," Sino Production introducing CINEMAGIC.

Coast Rites Tomorrow For Donald M. Nelson

From THE DAILY Bureau

LOS ANGELES, Sept. 30.—Funeral services for Donald M. Nelson, who from 1945 to 1947 was president of Society of Independent Motion Picture Producers, will be held at 1 P.M. on Friday in the Church of the Hills, Forest Lawn Memorial Park, Hollywood Hills.

Nelson, who during World War II headed the War Production Board, died on Tuesday at Good Samaritan Hospital. He had suffered a stroke a month ago.

Acquire 'Conqueror'

(*Continued from page* 1)

been prepared by playwright R. C. Sheriff, and the property will be retitled "William, the Conqueror" for the screen.

This is the second book to be acquired recently by Cinerama, Inc., for production. Previously announced was "The Lion," which John and Joseph Woolf will produce for Cinerama through their Romulus Films, Ltd.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Gains in Fight

(*Continued from page* 1)

Act and all of the Sunday referendum laws for the purpose of drafting acceptable revisions for the 1961 Assembly.

"Such a procedure," Keller says, "would also put the Association in position to have its proposed legislation in shape for immediate introduction in both Houses of the Assembly early in the 1961 session rather than waiting six months."

Advising exhibitors not to be discouraged by the failure to secure action on the bill so far, Keller cites four reasons for optimism: controversial questions are rarely passed on first introduction; attention has been drawn to the problem; assurances of support have been secured from important legislators; and more effective approaches to the problem have been ascertained.

Suggestions Solicited

In the letter exhibitors are asked for assurance of their cooperation in pressing the fight. They are also asked for any ideas they have in regard to a new name for the Association.

Maryland Court

(*Continued from page* 1)

copy is "minimal," aceording to the censor board, which noted that from $15 to $20 is charged for the first print and that it is "sealed down" for additional prints.

Adler and Allen Sign To Start 'Lost World'

From THE DAILY Bureau

HOLLYWOOD, Sept 30. — Executive producer Buddy Adler and producer Irwin Allen have signed contracts for the immediate start of Allen's multi-million-dollar CinemaScope and color production of "The Lost World" for 20th Century-Fox release. Allen will produce and direct, based on a screenplay currently being written by himself and Charles Bennett, English playwright.

Harry McDonald Dead

TORRINGTON, Wyo., Sept. 30.— Funeral services have been held here for Harry McDonald, a 40-year veteran of the industry, who resigned from the old Pathe Corp. 30 years ago to enter the exhibition field. He was operator of theatres here and in the Nebraska towns of Crawford and Mitchell. He is survived by his wife, Ruby.

Brackett to New York

HOLLYWOOD, Sept. 30. — Producer Charles Brackett has left here by plane for two days of huddles with 20th Century-Fox advertising and distribution toppers in New York on exploitation and ad campaigns for his upcoming "Journey to the Center of the Earth," which is being prepared for Thanksgiving release.

REVIEW:

The Mouse That Roared

Highroad—Columbia

EXHIBITORS LOOKING for something "different" in the way of comedies for their patrons will find one to fill the bill in the Highroad production of "The Mouse That Roared." This is one of those off-beat comedies, full of fantastic and funny conceits, that the British have been doing to perfection for years.

Previous films in the genre have achieved excellent business in art theatres here, but there is no reason why this one should be restricted to that market. Outside of Jean Seberg ("St. Joan" and "Bonjour Tristesse") there are no cast names widely known in the U.S., it is true. But the story is derived from a serial by Leonard Wibberley which ran in the *Saturday Evening Post,* and there are other angles for an enterprising showman to promote.

Most exploitable of all is the outlandish notion on which the story is based. This is the absurd supposition that a duchy in the French Alps (mythical, of course) should declare war on the powerful United States of America and then proceed to win it with a small band of men!

How Roger MacDougall and Stanley Mann work that out in their fanciful script is something to behold—not write about. Many of the episodes, such as the landing of the small army of Grand Fenwick in New York during an air raid practice in which the city is deserted and the belief of the natives that their invaders are from Mars, had a preview audience (at Loew's Orpheum Theatre in Yorkville) choking with laughter. The spectators also derived a lot of merriment from the kidnapping by the Fenwickians of a U.S. Army general, four New York City policemen, a famous scientist, and his daughter and from further complications involving a Q-Bomb (more powerful than the H-Bomb) and the "surrender" of the U.S. at the end.

Along the way some satiric swipes are taken at Americans and their foreign policies. The satire is not malicious, however; it is all in the spirit of good, clean fun.

Under the direction of Jack Arnold the cast enters into the proceedings with glee, particularly Peter Sellers in triple roles as Grand Fenwick's prime minister, field marshal, and grand duchess (got up hilariously in female attire). Also amusing are MacDonald Parke in a caricature of an American general and William Hartnell as a leader of the Grand Fenwick Army. Miss Seberg plays the daughter of the scientist and becomes romantically involved with Sellers as the field marshal.

Picturesque sets and costuming, photographed in bright Eastman Color, are all of a piece in the film, which was produced by Walter Shenson. Running time, 83 minutes. General classification. Release, in November.

RICHARD GERTNER

Fox to Beam Premiere Of 'Best' to 50 States

The Oct. 8 benefit world premiere of 20th Century-Fox's "The Best of Everything," at the Paramount, will mark the first time an account of such an event will be beamed to all 50 states of the nation.

NBC's "Monitor" will be on hand to describe the festivities to their listeners across the continental United States as well as to Alaska and Hawaii. Other national radio coverage will be handled by Fred Robbins for the Mutual Network

International television coverage of the opening, being sponsored by New York City's Hudson Celebration, is being handled by Fox Movietonews, which is photographing highlights of the evening for syndication to TV news shows in the U. S., England, Canada, Mexico and Australia.

Also providing coverage on a world-wide basis will be the Armed Forces Radio Service and the English, Freneh, Spanish and Japanese desks of the Voice of America.

Awan Named

(*Continued from page* 1)

special plans in those areas for the Spyros P. Skouras sales drive, currently underway throughout the nation.

Awan, who has worked in various capacities throughout the entertainment industry since 1923, came to 20th in 1953 working closely with exploitation director Rodney Bush In 1958, Awan took over the ad-pub reins in the Cleveland-Detroit area.

Revise 16mm Booklet

ROCHESTER, N. Y., Sept. 30. — The Eastman Kodak Co. has issued an extensively revised edition of its 11-page publication on the handling, repair and storage of 16mm films. Contents include the causes of damage to 16mm film; general suggestions to promote long film life; cleaning and lubricating; splicing; and storage. Copies may be obtained free of charge.

PEOPLE

Spyros S. Skouras, president of Skouras Theatres, has been elected to the board of trustees of Long Island University.

□

Harry S. Buxbaum, Paramount branch manager in Cleveland for the past 10 years, has resigned, effective Oct. 19, to take the post of branch manager for Universal, succeeding **Norman Weitman,** who recently was named district manager for Lopert Films.

□

Rodney Bush, director of exploitation for 20th Century-Fox, on Oct. 28 will deliver an address at the publicity session of the convention of Independent Theatre Owners of Ohio at the Deshler-Hilton Hotel, Columbus.

□

Murray Lenekoff has announced the following managerial changes in the in-town circuit of Loew's Theatres: **Harold Graff** moves from the Orpheum, Manhattan, to Loew's Metropolitan, Brooklyn; **Charles Burns** goes from the Commodore to the Orpheum; **Abe Levy,** currently at the Coney Island, takes over the reins at Loew's Commodore, Manhattan, while **Robert Starrett** moves from Loew's Bay Ridge to the Coney Island.

□

Sam Davis has closed his Onteora Theatre in Fleischmanns, N. Y., for the winter, which he will spend in Florida in the Coral Gables realty field. He will reopen the theatre in the Spring.

□

Kay Porter, exhibitor of Perry, Fla., has been named mayor of that community at a special meeting of the City Council following the resignation of Mayor **Willard Carmichael.**

□

J. H. "Cy" Dillon, former manager of the Charlotte exchange of Republic Pictures, has joined the staff of National Screen Service there, replacing the late **Charles Gregory.** Until recently Dillon was a salesman for television films covering the Carolinas.

'Last Angry Man'

(*Continued from page* 1)

Beth-El Hospital was announced by Morris O. Strausberg, chairman of the benefit committee for the New Mothers' and Children's Pavillion at the hospital. Serving as co-chairman on this committee are Arthur Greenstein and Dr. William Levine

Fla. Meet Postponed

JACKSONVILLE, Sept. 30.—The annual convention of M. P. Exhibitors of Florida, which was to have been held here Oct. 4-6, has been postponed to Dec. 6-8. It will be at the Robert Meyer Hotel here.





YOUTH KNOWS BEST...

doesn't mind saying so

Today's teen-agers are outspoken . . . know what they like . . . don't mind letting people know. In fact, if they like a picture—if they feel it's good, they respond in a hurry—make good the trade saying . . . *The better the picture THE BETTER THE BOX OFFICE!*

Better story material—latest, most advanced technics—all help make good pictures better. That's why it pays to take full advantage of the Eastman Technical Service for Motion Picture Film, maintained to work with the industry, help solve questions of film choice, production and processing. Offices at strategic locations. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Modison Ave., New York 17, N.Y.

Midwest Division
130 Eost Rondolph Drive, Chicogo 1, Ill.

West Coast Division
6706 Sonto Monico Blvd., Hollywood 38, Colif.

It's what's on the screen . . . and what people say about it . . . that counts!



Television Today

Telemeter

(*Continued from page* 1)

cerning selection of a locale in the U S. for an early start, Novins said no definite commitments of any kind have been made yet. He partially confirmed that the Rego Park section of Queens is a possibility as a locale for a Telemeter start in the New York metropolitan area, observing that it has "one of the requisites—a high density of population."

"However," he added, "it is but one of three or four places which have been given some consideration. Tomorrow there might be a fifth. We have made no definite commitments of any kind."

Toronto First

Asked if there was any specific target date for a Telemeter start in the U.S., Novins said it would be "premature" to discuss the time factor now and volunteered that it would not be undertaken simultaneously with the Toronto suburban operation.

He observed that by mid-November, sufficient wiring would be completed in Etobicoke to connect enough homes to make a good start there possible. At that time, he said, promotion of Telemeter in the Etobicoke area would begin in earnest.

"There is a great deal we can learn from Etobicoke that will be of value in an operation here," Novins remarked.

As a closed circuit operation, Telemeter of course is not obliged to obtain any authorization from the Federal Communications Commission for its operating start.

New Title 'Searchers' For Leonard Series

From THE DAILY Bureau

HOLLYWOOD Sept. 30.—Producer Herbert B. Leonard announced that he is assigning the title, "The Searchers," to his forthcoming series of 39 half-hour telefilms formerly titled "Three Man Sub." "The Searchers" had previously been announced as the title of a new Leonard series of hour films, to which a new title will be assigned within the week.

Pilot film for "The Searchers" will get underway Dec. 15 on location in the Bay of Malta and the offshore Italian island of Ischia, where "The Crimson Pirate" was filmed. Stirling Silliphant wrote the script, and a director will be announced shortly.

EAST COAST EDITORIAL PRODUCTION AND TECHNICAL SERVICES
CREATIVE EDITING AND COMPLETE SUPERVISION — RE-EDITING OF FEATURE FILMS AND TV SPOTS
FILM SERVICES FOR VIDEO TAPING
JOSEPH JOSEPHSON 45 West 45th St.
Circle 6-2146 New York 36

3 New Appointments in CBS Production Sales

Three appointments to newly-created positions in CBS Television Network production sales were announced by Tom Judge, director, production sales, operations department. The appointments, effective immediately, are as follows: Ira G. DeLumen, Eastern sales manager; Joseph D. Manetta, executive producer; Paul Wilson, business manager.

Prior to joining CBS Television Production Sales as Sales Service Manager in April, 1959, DeLumen was director of administrative services, operations department. Manetta came to CBS Theatre and Studio Operations in 1949. In 1955, he was appointed to network program services as a representative. In May, 1958, he joined production operations as a unit manager covering CBS Television specials.

Before coming to CBS Television Production Sales in June, 1959, as assistant sales service manager, Wilson served as administrative manager for design services in production operations. John W. Hundley continues in his capacity as manager of sales development for CBS Television production sales.

ABC Opens Its New Modern TV Studios

Modern television studios, complete with push-buttons and IBM brains, are being unveiled this week at the ABC Television Center here. Representing an investment of more than $1 million, TV studios 1 and TV2, at at ABC headquarters, should set the pattern for the future in living telecasting, according to Frank Marx, vice-president in charge of engineering for ABC.

Marx says the new studios "will be able to accommodate the most elaborate live dramatic or musical show a producer can conceive."

First show to utilize the refurbished studios is the one-hour "Pat Boone Chevy Showroom" special program Thursday, Oct. 1 (9-10 P.M., EDT).

Fineshriber, Muchnic Appointed by TV Group

William H. Fineshriber, Jr., broadcasting executive, has been retained as consultant for a ten-week period to an industry committee to organize an association of American television program exporters. The announcement was made following a meeting here.

At the same time, the committee announced the appointment of George Muchnic, lawyer and former motion picture executive, as counsel to the committee. Muchnic will work with Fineshriber in the preparation of the proposed plans for the organization.

National Pre-Selling

SHIRLEY MACLAINE has brought a new dimension to the screen. She stops being Shirley MacLaine when in front of a camera and instinctively adopts the walk and characteristics of the woman she is portraying. Edwin Miller in a carefully researched article in the October issue of "Seventeen," explains Shirley's approach to a screen role. To illustrate this point a page is devoted to film clips of the last ten roles played by this unusual actress.

She is also seen in production photos from Paramount's "Career," her next film, and in "Can Can" the 20th-Fox film now being made.

•

A striking two color ad on U.I.'s "Pillow Talk" starring Rock Hudson and Doris Day appears in the Sept. 28 issue of "Life."

•

Richard Marek reports in the October issue of "McCall's" that he has it on good authority: Clark Gable will never grow really old. The authority is "But Not For Me" his latest Paramount comedy-romance, a picture in which Gable is nevertheless completely and convincingly attractive to his 22-year-old secretary, captivatingly acted by Carroll Baker. The film also features Lili Palmer who returns to the screen after being away for too many years.

•

"The Inquiring Photographer" ad for 20th-Fox's "The Best of Everying" starring Suzy Parker, Stephen Boyd, Robert Evans, Hope Lange, David Savage and Joan Crawford appeared on the table of contents page of "The Saturday Evening Post's Sept. 19 issue.

•

"The Mouse That Roared," the British import about a mythical little war that a mythical little country declared on the United States, is reviewed by Ruth Harbert in the October issue of "Good Housekeeping." Ruth says "it is gentle spoofing, but good-natured and very funny."

•

An essay paying tribute to Kay Kendall appeared in the Sept. 21 issue of "Life." It is titled "A Blithe Spirit is Gone" and illustrated with many production photos of Columbia's "Once More With Feeling" which co-stars Yul Brynner.

"Life's" reviewer is of the opinion that she looked lovelier than ever.

•

Florence Somers in the October "Redbook" reports that "Pillow Talk" is the answer for all the people who've been asking "Why don't they make pictures like 'It Happened One Night.' The answer is they have—or, rather, Ross Hunter and Martin Melcher have in 'Pillow Talk'," starring Doris Day and Rock Hudson. The picture has the same brilliant comedy, fast pace

"Redbook" has therefore chosen it and rollicking dialogue."

REVIEW:

Inside the Mafia

Premium—U.A.

HARTFORD, Sept. 30

Producer Robert E. Kent and director Edward L. Cahn, fast-stepping duo under the Premium Pictures, Inc. banner, have turned dramatic attention to the Mafia, long accorded unwelcome headlines as the world's number one secret society of crime, with particular emphasis upon the raid that ripped open the "crime convention" in upstate New York not too many months ago.

For starring purposes, Cameron Mitchell has been given top casting, supported by Robert Strauss, Grant Richards, Jim L. Brown and Elaine Edwards. In lesser roles are Edward Platt, Richard Karlan and Ted DeCorsia. The screenplay is by Orville H. Hampton, no stranger to maximum effectiveness within minimum budget limitations.

When underworld kingpin Ted DeCoria is shot down in a barbershop, the long-anticipated fight for control of the powerful Mafia syndicate takes a decisive turn. There's soon evidence of double-dealing and the like. Grant Richards, deported a decade earlier, is the chap responsible for DeCorsia's sudden demise. He sends word that he'll be back on U.S. soil within ten days to reorganize the national operations of this criminal combine.

Mitchell is seen as DeCorsia's number one lieutenant bent on wresting control of warring factions from the Richards syndicate spokesmen. At the fadeout, what has previously been labeled mere differences of opinion breaks out into aggressive shooting. Richards, Mitchell and other top gangsters are killed as les gendarmes make a tardy entrance, proving anew that a bad man can indeed pass a point of no return.

Running time, 72 minutes. General classification. Release, in September.

A. M. W.

the picture of the month for October.

•

Danielle De Metz, star of "The Return of The Fly," is spotlighted in an article on California appearing in the Sept. 29 issue of "Look."

•

Nobu McCarthy, the Japanese-American girl who appeared in "The Geisha Boy" and "Five Gates to Hell," appeared on the color cover of "Parade's" Sept. 27 issue. A profile of this unusual star appears in the same issue.

WALTER HAAS

For 40 Years A Tradition Of Service
For over 40 Years Service and Quality has been Our Tradition.
Showmen all over America know they will get the best when they order
FILMACK SPECIAL TRAILERS
NEW YORK 630 Ninth Avenue
1327 S. Wabash Ave., Chicago 5, Ill.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AIP—THE BUCKET OF BLOOD: Barbara Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—THE BIG FISHERMAN, c, 70mm: Howard Keel, Susan Kohner
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA: c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

► NOVEMBER

AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—YESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
COL—THE LAST ANGRY MAN: Paul Muni, Betsy Palmer
COL—THE WARRIOR AND THE SLAVE GIRL, c, cs: Gianna Maria Canale, George Marchal
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
PAR—THE JAYHAWKERS, c: Jeff Chandler, Nicole Maurey
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

► DECEMBER

COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
MGM—LAST VOYAGE: Robert Stack, Dorothy Malone
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
PAR—LI'L ABNER, c: Peter Palmer, Julie Newmar
20-FOX—CONDEMNED PATROL, rs: John Lupton, Ziva Rodann
20-FOX—BELOVED INFIDEL, c, cs: Deborah Kerr, Gregory Peck
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—HAPPY ANNIVERSARY—David Niven, Mitzi Gaynor
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UA—ON THE BEACH: Ava Gardner, Gregory Peck
UA—THE PUSHER: Kathy Carlisle, Felice Orlandi
UNI—OPERATION PETTICOAT, c: Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

REVIEW:

Girls Town

M-G-M

THIS FAST-MOVING Alfred Zugsmith production for and about teen-agers boasts a cast list aimed directly at that market. Starring Mamie Van Doren as an incredibly hip-swinging hipster, it features Paul Anka, latest sensation of the rock and roll world, in a substantial part, including singing; Mel Torme in a sinister and dramatic role; and a long list of other names calculated to impress the teen-age world. Among these are Ray Anthony, Cathy Crosby, Gigi Perreau, Jim Mitchum, Dick Contino, Harold Lloyd, Jr., Charles Chaplin, Jr. and the Singing Platters. Also, playing the part of a nun in a home for wayward and homeless girls, is columnist-actress Sheilah Graham.

The story is of drag racers and their girls, gang fights and the delinquency that comes from boys with too much money or girls with not enough home life. Miss Van Doren is Silver Morgan, bitter and tough girl friend of Harold Lloyd, Jr., one of the Jaguar set. When she stands him up to go out with a member of a rival gang, Lloyd meets and dates her younger sister, Elinor Donahue. When the latter repulses his advances, Lloyd falls over a cliff and is killed. Miss Van Doren, suspected by both the police and Mel Torme, friend of the deceased, is sent to Girls Town, reform school conducted by nuns with Maggie Hayes as the Mother Superior.

Under the influence of the nuns, and with an assist in the form of hazing by the permanent residents, Silver's tough exterior melts, and the lonely frustrated girl shows through.

The other girls, suspicious of her at first, come to her help when Torme kidnaps her younger sister and threatens to send her to Tia Juana to keep her from testifying about the party on which Lloyd was killed and a suspenseful drag race in which he forced her to ride. The girls, helped in the end by the nuns, rescue Miss Donahue in a wild gang melee and all turns out happily.

A prime aid to exploitation are the songs sung by Paul Anka throughout the picture and the appearance of the Platters in a night club song act. The music score was composed and conducted by Van Alexander with one song, "Wish It Were Me" by Buck Ram.

Charles Haas directed with a sure eye for the feeling of the screenplay by Robert Smith from a story by Robert Hardy Andrews.

Running time, 92 minutes. General classification. October release.

JAMES D. IVERS

Kohn on 'Porgy' Unit

Howard E. Kohn II has been named national road show manager for the department handling roadshow engagements of Samuel Goldwyn's "Porgy and Bess," it was announced by Jonas Rosenfield, Jr., executive in charge of advertising-publicity and exploitation for Columbia Pictures. Kohn will be working under the supervision of Ralph Wheelwright, director of the "Porgy and Bess" special publicity unit.

To Form Own Ad Firm

DENVER, Sept. 30. — Arthur 'Jack' Woddell, Jr., managing director for the Wolfberg Circuit's Paramount Theatre here, has resigned to establish his own advertising agency.

Taking over the post of managing director of the Paramount will be Ralph Roe. Roe is an industry veteran having been associated with Fox Intermountain Theatres for 12 years as city manager in a number of the Fox situations.

Am-Par Record

(*Continued from page* 1)

ganizer of Grand Award, will continue to conduct the recording schedules and much of the administrative details of Grand Award as an executive staff member of that company.

The acquisition is said to greatly enhance the Am-Par position in the record field. The AB-PT record subsidiary was formed four years ago.

Mrs. Wallerstein

(*Continued from page* 1)

include Mrs. James Coston, Mrs. Lester Grand, Mrs. Duncan R. Kennedy, Mrs. Kerasotes, Mrs. Spiro J. Papas, Mrs. Nate Platt, Mrs John Semedalas, and Mrs. Ralph Smitha.

Mrs. Wallerstein said her committee is arranging a program of trips and luncheons to Chicago's Art Institute, the Merchandise Mart, and other places of interest for the wives of delegates, to occupy them during the time morning and evening business sessions of the convention. In the evenings they will join with their husbands in attending the social events scheduled for the convention.

Wives of members of the National Association of Concessionaires, who are convening concurrently with TOA at the Sherman, will also join in the program her committee is arranging, Mrs. Wallerstein said.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

TWA now offers pure-jet service to more U.S. cities than any other airline



NEW YORK · LOS ANGELES · CHICAGO
WASHINGTON-BALTIMORE · ST. LOUIS
SAN FRANCISCO · PHILADELPHIA
MIAMI · KANSAS CITY · PITTSBURGH

TWA FASTEST JETLINER IN THE U.S. BOEING 707

For reservations, call your travel agent or nearest TWA office today

TWA
TRANS WORLD AIRLINES

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 66 NEW YORK, U.S.A., FRIDAY, OCTOBER 2, 1959 TEN CENTS

Effective Oct. 10

Strike Order By WGA Hits 49 Producers

Seeks 'Reasonable' Pay For Post-'48 Films on TV

From THE DAILY Bureau

HOLLYWOOD, Oct. 1. — In a move to fortify its bargaining position and to implement its determination to achieve reasonable compensation to writers for release to free and pay-TV of post '48 theatrical films, the Writers Guild of America has issued a strike order against 49 independent theatrical production companies effective Oct. 10.

Strike committees East and West have been organized to conduct a strike, with support from 600 British Television and Screen Writers Guild members.

Four Theatres Reopen In New Orleans Area

Special to THE DAILY

NEW ORLEANS, Oct. 1.—The recent upsurge in attendance is credited with the reopening of four theatres in this exchange area, according to reports on Film Row.

L. D. Jarvis has reopened the Lamar in Purvis, Miss., which had been dark since the first of the year. Buying and booking is temporarily being handled by "Pic" Mosely, Picayune, Miss., exhibitor.

Also resuming operation, after being shut down for many months, is Fred T. McLendon's Theatres' Ga-Ana, in Georgiana, Ala.

In addition, Charles King, Mobile,

(*Continued on page* 4)

Engel Named President Of Brandeis Institute

From THE DAILY Bureau

HOLLYWOOD, Oct. 1. — Samuel G. Engel, 20th Century-Fox producer, last night was elected president of Brandeis Institute, and Steve Broidy, president of Allied Artists, was re-elected chairman of the board of directors.

'W.S.J.' Reports August Drive-In Gross Matched Indoor Theatres for 1st Time

In August, drive-ins matched conventional theatre attendance for the first time, the *Wall Street Journal* reported in a lengthy article by Stanley Penn, staff reporter, yesterday. The result was achieved, the article states, despite the fact that conventional theatres are more than double the number of drive-ins.

It gives the drive-in total now as 5,000, compared with 1,200 a decade ago, and states that hardtops have declined from 17,000 to 11,200 in the same period.

Commenting on the ability of more and more drive-ins to remain open through all or most of the year by installing heaters, the article quotes a

(*Continued on page* 4)

Harrison, Weltner Will Speak on TOA Forum

Alex Harrison, general sales manager of 20th Century-Fox, and George Weltner, Paramount vice-president, have accepted invitations to speak at the distributors forum to be held Wednesday morning, Nov. 11, at the 12th annual convention of the Theatre Owners of America, at the Hotel Sherman in Chicago.

Sales managers of all the major companies have been invited to out-

(*Continued on page* 4)

Capra to Make Film on Durante for Columbia

From THE DAILY Bureau

HOLLYWOOD, Oct. 1.—Columbia Pictures will star Bing Crosby, Frank Sinatra and Dean Martin in a new film tentatively entitled 'The Jimmy Durante Story," to be produced and directed by Frank Capra, it was an-

(*Continued on page* 2)

Arnold Kaufman Named To NTA N.Y. Operations

Arnold Kaufman, a senior member of the executive staff of RKO Teleradio Pictures, Inc., is joining National Telefilm Associates, Inc. as vice-president in charge of Eastern operations, Ely A. Landau, NTA chairman of the Board, announced.

Kaufman, who assumes his new post on Oct. 15, will be responsible for all NTA business and administrative activities in the East. Included in his area of operations will be such com-

(*Continued on page* 2)

REVIEW:

Odds Against Tomorrow

Harbel—United Artists

HARBEL PRODUCTIONS' "Odds Against Tomorrow" is the first picture for United Artists release from Harry Belafonte's new producing company, and it may well be reckoned an auspicious beginning. The young man, hitherto known rather more for his singing ability than as a dramatic actor, here indicates quite unmistakably that his is a fine performing talent. This film, produced and directed by Robert Wise, known notably for his excellent and exciting "I Want to Live," is suspense melodrama which is gripping in its intensity, and proves further that Wise has a flair for this sort of production.

There are two distinct, yet overlapping facets in the plot development. There is on the one hand the taut handling of the attempted crime, in

(*Continued on page* 4)

לשנה טובה תכתבו

1959 5720

Allied Unit

Conciliation, ACE Backed by I.E.N.E. Board

Laud Exhibitors in ACE, Praise Dollinger's Work

Special to THE DAILY

BOSTON, Oct. 1.—Resolutions unqualifiedly in support of the American Congress of Exhibitors' efforts and in endorsement of the industry conciliation facilties as revived recently by agreement of ACE with the Motion Picture Association were announced today by the board of directors of the Independent Exhibitors of New England, an Allied States affiliate.

The board also commended "the exhibitor representation in ACE for their sacrifice of time and energy thus

(*Continued on page* 2)

Fox Appoints 3 New Ad-Pub Regional Heads

Regional advertising - publicity managers have been named to handle 20th Century-Fox activities in three key cities.

In St. Louis, Jerry Berger will be ad-pub manager, working with branch

(*Continued on page* 4)

TV Option on 'Oscar' Show Is Still Stymied

An effort by Eric Johnston, Motion Picture Assn. president, to obtain unanimity among MPAA member companies on support of industry sponsorship of the next Academy Awards telecast, which had been scheduled for this week, has been postponed for the time being.

One company's vote against participating in the financing of the $600,000 project still stands and under present arrangements the MPAA cannot participate if unanimous approval is lacking. Originally, two companies were opposed but an Academy and MPAA group met subsequently with Jack L. Warner and succeeded in persuading his company to change its vote.

Johnston came here from Washing-

(*Continued on page* 4)

PERSONAL MENTION

EUGENE PICKER, Loew's Theatres president, and JOHN MURPHY, executive vice-president, left here last night for San Francisco and are scheduled to go to Los Angeles from there on Monday.

•

DAVID PICKER, executive vice-president of United Artists Records, will be in Los Angeles and Las Vegas at the weekend from New York.

•

LEONARD ANDERSON, president of Leonard Anderson Associates, producers of documentaries, will return to New York on Monday from the Midwest.

•

MRS. GORDON BUGIE, wife of the Paramount salesman in the northern Ohio area, this week gave birth to their third child and first daughter, to be named TRACY ANNE.

•

GENE SKINNER, of the Dixie Drive-in Theatre, Atlanta, has returned there from North Carolina.

•

HERMAN COHEN, producer of the forthcoming "Aladdin and the Giant," for American International Pictures, will arrive in New York on Wednesday from Hollywood.

•

ALFRED HITCHCOCK and MRS. HITCHCOCK left Hollywood by plane last night for London.

•

MRS. BERNIE "TILLIE" SHAPIRO, of Triangle Poster and Printing Co., Atlanta, has returned to her home there following hospitalization.

George Walter Dies; Lorraine Carbons Exec.

Funeral services will be held in Lakewood, N. J, at the weekend for George H. Walter, assistant to the president of Lorraine Carbons, Inc., who died suddenly of a heart attack late Tuesday. Services will be held at the West Hall Funeral Home.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

'Bullfighter' Writers Get 'Solomon' Poster

United Artists is reminding the press that its forthcoming Edward Small production, "Solomon and Sheba" was filmed in Spain by a unique gimmick.

Scribes are receiving a colorful bullfight poster listing on the program "three of Spain's greatest matadors." The name of the third matador is that of the press recipient himself.

Rockettes, Takarazuka Units Exchange Visits

The Radio City Music Hall Rockettes and the Japanese Takarazuka Theatre dancers from Tokyo, the latter now appearing at the Metropolitan Opera House, are exchanging backstage visits.

Last night the Rockettes called behind the scenes at the "Met" and extended their good wishes to the Nipponese stars. This afternoon the oriental troupe will travel uptown to the Music Hall, witness the performance and pay their respects backstage following the show.

Ohio Drive-ins Shifting To Winter-Time Policy

Special to THE DAILY

CLEVELAND, Oct. 1. — The coming winter is beginning to cast its shadow on drive-ins in this area. Already several of them have announced a cut in their playing policy to week-end operation. Among them are the George Manos drive-ins, including the Maple Grove, Wyndham; Super 45 Drive-In, Warren; Elm Lane Drive-In, Coshocton; Starlite Drive-In and Newcomerstown; also Herbert Horstemeier's Tri-Vale Drive-In, Coshocton.

Dinoff Joins WABC-TV, Director of Publicity

Lester Dinoff, who has been director of publicity and exploitation for WMGM since the first of the year, is leaving that organization to become director of publicity for WABC-TV, effective next Monday.

Prior to joining WMGM Dinoff was with Rank Film Distributors of America for a year and a half and, before that, was reporter for MOTION PICTURE DAILY.

'Liszt' Now 'Crescendo'

HOLLYWOOD, Oct. 1. — The title of "The Franz Liszt Story," William Goetz production for Columbia, which just completed principal photography, has been changed to "Crescendo."

Conciliation

(*Continued from page* 1)

far in the many meetings held," and also gave a vote of confidence "to Allied's active representative in ACE, Irving Dollinger, for his untiring efforts in behalf of the small exhibitor."

Plymouth Convention Recalled

The I.E.N.E. board's resolutions follow closely on the organization's annual convention at Plymouth, Mass., in September, at which similar sentiments were expressed in resolutions adopted by the delegates and other members.

In endorsing conciliation and ACE activities the board's resolutions urged "the immediate use of conciliation by exhibitors in this territory who have any business problem in the operation of their theatre, including clearances, availabilities, film rentals, etc., which they would like to solve," and also urged "the ACE executive committee to continue its efforts to achieve a program which will benefit exhibition and production alike."

Dollinger, who is New Jersey Allied's representative on the national Allied board and is one of the latter's representatives on the ACE executive committee, was a speaker at the recent I.E.N.E. convention and reported in detail on ACE's work and objectives, as well as the new attitude toward and possibilities of industry conciliation.

Elsewhere, high Allied officials have been critical both of ACE and conciliation and have recommended only a three months' trial of the latter, at the end of which, if found wanting, it was proposed that Allied withdraw its support from ACE and place its sole reliance on Allied's own "white paper" campaign.

Uncertain Anent 'White Paper'

Other Allied leaders, however, take the position that conciliation is here now and may be used to help many small exhibitors, but the "white paper" campaign after two years, is as uncertain as ever of producing anything of benefit to hard-pressed exhibitors who need help now. These have advocated complete acceptance of conciliation and support of both continued "white paper" and ACE objectives without placing an arbitrary time limit on the latter.

Goldberg to Coast

Fred Goldberg, United Artists national director of advertising, publicity and exploitation, left here yesterday for Hollywood for a series of top-level promotion conferences with UA executives and producers. Prior to returning to New York, Goldberg will confer with John Wayne and Batjac promotion executives in Brackettville, Tex., where Wayne's "The Alamo" is currently before the cameras.

Ezell & Associates Plan Annual Meet Dec. 9-11

Special to THE DAILY

DALLAS, Tex., Oct. 1. — Claude Ezell, president of Claude Ezell & Associates, operators of the Border-town Theatres, Inc., the largest circuit of drive-in theatres in the United States, announced that the 11th annual convention for the circuit will be at Gaido's Motel in Galveston Tex., Dec. 9 through the 11th.

Managers from the 40 Ezell drive-ins located all over the state of Texas are expected to meet with the home office executives from Dallas

Name Kaufman

(*Continued from page* 1)

pany divisions as NTA Telestudios NTA Storevision and the broadcasting stations.

He comes to NTA following a ten-year association with RKO Teleradio Pictures, Inc., the wholly owned operating subsidiary for the entertainment activities of the General Tire and Rubber Company. For the past four years, Kaufman was a vice-president and executive staff member at RKO Teleradio. He was chairman of the RKO Teleradio advisory committee and a division director. He also held the position of general manager of the company's film financing division.

Capra to Make

(*Continued from page* 1)

nounced today by Samuel J. Briskin Columbia vice-president in charge of West Coast operations.

Briskin said that Crosby will portray Eddie Jackson; Sinatra, Lou Clayton, and Martin, Jimmy Durante. Filming is scheduled to start early next year.

'Beach' Screening Book

In conjunction with the sixcontinent, 22-key city simultaneous world premiere of Stanlay Kramer's "On the Beach," on Dec. 17, United Artists and the "On the Beach" special global unit are preparing an international screening manual for promotion representatives around the world. The 14-page document will blueprint an international screening program.

O'Brien Services Held

RICHMOND, Va., Oct. 1.—Services were held here today for A. Frank O'Brien, booker for the Wilmer & Vincent Circuit, who died in Richmond Hospital on Tuesday. He is survived by his wife, Lulu, and three sisters.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY., Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



THE PRODUCER OF THIS PICTURE OFFERS
$1,000,000
TO ANYONE WHO CAN DUPLICATE THE FEATS OF THE 4D MAN! *Details at your Universal Exchange.*

IN A CENTURY OF WONDERS ANYTHING CAN HAPPEN!

In a moment this man will pass effortlessly through a solid wall of steel.

The shocking power is now his to move anywhere, to take what he wants, to destroy what he hates.

He alone has solved the incredible mystery of the...

4TH DIMENSION

4D MAN

SENSATIONAL NEW THRILLS by the producer of "The BLOB"

Starring ROBERT LANSING · LEE MERIWETHER and JAMES CONGDON
Featuring ROBERT STRAUSS · EDGAR STEHLI Co-produced and Directed by IRVIN SHORTESS YEAWORTH, JR.
Screenplay by THEODORE SIMONSON and CY CHERMAK · Produced by JACK H. HARRIS · A FAIRVIEW PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE · ***COLOR by DE LUXE***

IT WILL ADD A NEW DIMENSION TO YOUR BOXOFFICE—MONEY IN DEPTH!

PEOPLE

Louis Rosenbaum, president of Shoals Theatre Co., Florence, Ala., is celebrating the 40th anniversary of his theatre there.

□

Sylvester Albano, operator of the Albano Drive-in Theatre, Ravena, N Y., has instituted a weekend policy for the winter.

□

Joe Weinstein, booker for Stanley Warner theatres in northern Ohio, and **Mrs. Weinstein** were guests of honor at a surprise party to celebrate their 25th wedding anniversary.

□

Mel Schwartz, office manager and booker for Columbia Pictures in Albany, N. Y., has sent a letter to all exhibitors and theatre managers of the area saying that "to avoid confusing with Branch Manager **Herbert Schwartz,**" he has taken the name "**Mel Shaw**" for business purposes, and that he will sign all correspondence with that name.

'Oscar' TV Show

(*Continued from page* 1)

ton on Wednesday to confer with the head of the second company but the meeting was put off until a later date. Meanwhile, it is reported the second company's position not only is unchanged but adamant against putting out money for the Awards telecast.

'Putting Up' Important

A suggestion made at the MPAA board meeting last week at which continued industry sponsorship of the "Oscar" program was discussed that exhibitors be asked to contribute to the $600,000 cost is not taken seriously in most trade quarters. However, it is regarded as an effective answer to the annually voluable criticism of the "Oscar" telecast by exhibitor sources. It is, in effect, a rejoinder to "Put up or shut up," for only by "putting up" will exhibitors earn the right to be heard on the telecast-broadcast arrangements for the Awards.

B-B Amount Not Enough

"Unless the exhibitors are prepared to put up more than they did for the business-building campaign, I'm afraid we've heard the last of the suggestion that they help finance the Academy telecast," one executive said.

Four Theatres

(*Continued from page* 1)

Ala., circuit exhibitor, has removed closed signs from the Booker T, dark since 1948. This theatre caters to Negro patronage, as does the Rex, in Brookhaven, Miss., the fourth of the reopened theatres. The latter has two new owners, Glen Adams and M. L. Davis. Buying and booking for the Rex are being handled by Gulf States Theatres.

Odds Against Tomorrow

CONTINUED FROM PAGE 1

this instance a bank holdup, and on the other the racial conflict which emerges clearly and pointedly in the development which finds Belafonte and Robert Ryan unwilling partners in the attempted bank robbery. The fact that the racial conflict comes to a violent, searing and quite inevitable conclusion concurrently with the equally inevitable retributive conclusion of the attempted robbery makes for a justified, albeit highly exciting fadeout.

Here then is a picture which may be sold, and sold vigorously, from either angle, the suspense or the racial conflict, or a combination of both, with the added plus values of the names of Wise, Belafonte and Ryan. Sharp reactions may be anticipated in certain sensitive areas, of course, but that is a situation which only the individual exhibitors, knowing his audience, can properly evaluate.

In addition to Belafonte and Ryan the cast offers Ed Begley, Shelley Winters and Gloria Grahame. In each instance a performance of outstanding quality emerges under the expert guidance of Wise. A novel by William P. McGivern was the source of the story, with a smooth and punch-laden screenplay contributed by John O. Killens and Nelson Gidding. The plot is essentially simple. Begley, a dishonorably discharged New York police officer-veteran, plans the holdup of a bank in a small town in upstate New York. For that job he enlists the aid of Ryan, ex-convict and killer, and Belafonte, inveterate horse-player heavily in debt, and singer in a Negro night club.

The two men have pressing incentive. Ryan seeks to impress Miss Winters, his wife, with his ability to earn an income for them both. Belafonte, separated from his wife but dearly loving his young daughter, is faced with the dire consequences of not paying off the gangster from whom he has borrowed. Begley is driven by vengeance against the world. Ryan balks because of Belafonte's color, but finally agrees, while Belafonte, infuriated by Ryan's bigoted attitude, holds his temper in check. Plans are made, the holdup of the bank executed, all against a mounting pressure of gripping suspense. Then by accident, a policeman appears, Begley is killed in a running fight, and Belafonte savagely goes after Ryan, whose attitude had caused the misfire of their plans. In the darkness afoot, Belafonte pursues Ryan, and finally they shoot it out atop gas tanks outside of town. The gunfire causes a stunning explosive, in which both men are burned to death. As the bodies are removed it is indicated that no one can tell them apart. Black and white are equally burned to nothing.

Running time, 95 minutes. General classification. Release, in October.

CHARLES S. AARONSON

Parliament Candidates Told Industry's Needs

By WILLIAM PAY

LONDON, Sept. 28 (By Air Mail). —With the General Election scheduled for next Thursday, Oct. 8, the ACTT (Association of Cinematograph TV and Allied Technicians) has called for assurances from all Parliamentary candidates that they will support the following issues which will require consideration by the next Parliament.

¶ All reasonable measures to ensure a healthy and expanding British film industry.

¶ Continuation of the National Film Finance Corporation but in a form that will encourage British film production without only considering the profit-making possibilities of each film assisted.

¶ Complete abolition of the entertainment tax.

¶ Abolition of the Sunday opening levy on cinemas.

¶ Protection of the British content and standards of television programmes against continued encroachment by imported material of poor quality.

¶ Establishment of a new public body to own and control the Third Television Network.

The union points that it is profoundly disappointed at the attitude of Parliament in recent years on a number of matters which vitally affect the future of the Cinema and TV industries. It expresses the hope that the next Parliament will take positive measures to aid and sustain a flourishing British film industry.

Last month the CEA (Cinematograph Exhibitors Association) called on exhibitors to contact their local prospective Member of Parliament and seek their support in the industry's claim for cinema tax abolition.

Fox Names 3

(*Continued from page* 1)

manager W. C. Cehring, Jr. Manny Pierson will assume the ad-pub responsibilities in Cleveland, where Ray Schmertz is branch manager. And in Memphis, John Rhea will be regional ad-pub manager, working with branch manager D. M. Coursey.

Drive-in Gross

(*Continued from page* 1)

Sindlinger & Co. report that drive-in admissions are expected to total a record $338 million this year, 25% increase over the 1958 gross of $271 million. The 1949 drive-in gross totaled only $126 million, according to the *Journal.*

The drive-in gross this year will be about 26% of the estimated $1.3 billion in U.S. box receipts, whereas in 1949 the drive-in gross was only 10.5% of the total for the country's theatres.

Heater Sales Heavy

The article reports that James A. Trainor, general manager of Commercial Controls Corp., Rochester, a manufacturer of in-car heaters, said his company has sold drive-ins about 46,000 heaters in the past three years, many to theatres in the Middle Atlantic states and New England.

Sumner Redstone, executive vice-president of Redstone Management Co., Boston, operator of 17 drive-ins, cited this advantage of heaters: When you close in the winter and reopen in the spring you have to start building up your momentum again—customers have to get back in the habit. By staying open all year, you keep your patrons from ever getting out of the habit."

Concessions Called Vital

The article pays considerable attention to concessions business, referring to it as the "key to the economics" of drive-in operation. It estimates that drive-ins collect, "on a national average, roughly 30 cents in refreshment money for every paid admission. This is double the 15 cents the hardtop operator collects per customer for such purchases."

Edwin Zabel, president of Electrovision Corp. is quoted as saying his company's money from concessions "runs 70% to 75% of the total admissions." S. J. Pappas, vice-president of Alliance Amusement Co., estimates "around 55% of our gross income comes from the concessions."

Harrison, Weltner

(*Continued from page* 1)

line the product exhibitors can expect from their company during 1960. William J. Heineman of United Artists has already accepted.

Gerald J. Shea of New York, one of the three co-chairmen of the convention, will moderate the meeting. TOA's convention opens Sunday, Nov. 8, and will conclude Thursday evening, Nov. 12, with the president's banquet. The National Association of Concessionaires, convening concurrently at the Hotel Sherman, will join with TOA in staging an all-industry trade show scheduled from Nov. 8 through 11.

Taylor Holmes Dies

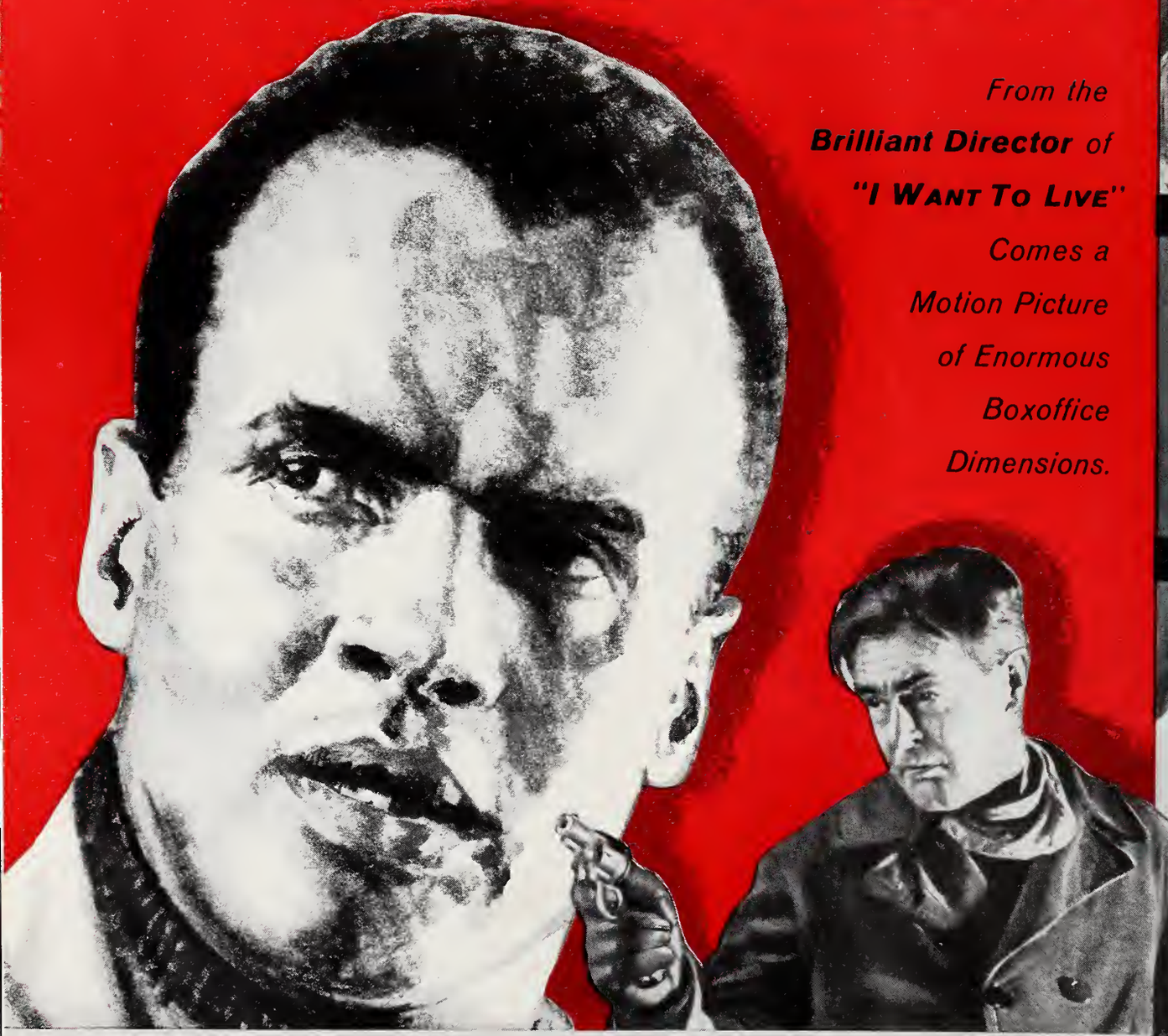
HOLLYWOOD, Oct. 1. — Funeral services for Taylor Holmes, 81, who died last night at his home here, are pending at Callanan Mortuary here.



Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

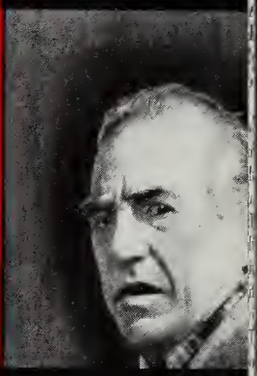
GREAT STAR-POWER!
ELECTRIFYING PERFORMANCES!
EDGE-OF-EXPLOSION SUSPENSE!

ODDS AGAINST TOMORROW











From the ***Brilliant Director*** *of* ***"I WANT TO LIVE"*** *Comes a Motion Picture of Enormous Boxoffice Dimensions.*

HARBEL PRODUCTIONS INC Presents

HARRY BELAFONTE · ROBERT RYAN · SHELLEY WINTERS

co-starring

ED BEGLEY · GLORIA GRAHAME

with WILL KULUVA · KIM HAMILTON · MAE BARNES · CARMEN DeLAVALLADE · RICHARD BRIGHT · LOU GALLO

Produced and Directed by **ROBERT WISE** · Associate Producer PHIL STEIN

Screenplay by JOHN O. KILLENS & NELSON GIDDING · From the novel by WILLIAM McGIVERN · Music by JOHN LEWIS

40th *Anniversary* *1919-1959*

BOOK IT TODAY THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 67 NEW YORK, U.S.A., MONDAY, OCTOBER 5, 1959 TEN CENTS

EDITORIAL

Trailer Tribute

By Sherwin Kane

HERMAN ROBBINS, president of National Screen Service, recently announced that his company, founded Oct. 15, 1919, had decided to hold a 40th anniversary celebration to extend for six weeks from this Oct. 15. The company knew what it didn't want the celebration to be, he said.

For example, a sales drive was out. So was any glorification of executive personalities within the company. And it needed to be something more than just an observance of the completion of four decades of industry service, Robbins said. But what?

Then, from an exhibitor source completely unaware of the approaching anniversary, came the suggestion that at a fitting time there should be a "Once-in-a-Lifetime Tribute to Trailers," in which all segments of the industry would be invited to participate "in emphasizing and dramatizing the importance of trailers to the motion picture box office."

The exhibitor's idea became the anniversary theme.

The vital role that trailers play in bringing patrons to the box office is known to every exhibitor. So well known, in fact, that there is danger of their being taken too much for granted.

With that in mind, National Screen's 40th anniversary "Tribute to Trailers" will be dedicated, first of all, to generating activities which will encourage members of the industry to pause and reflect on the importance of trailers in their business.

Whatever the means decided upon to pay a "once-in-a-lifetime tribute to trailers" from Oct. 15 to Thanksgiving, the main point is that the industry give thought to the proven worth of these effective, indefatigable salesmen of motion Pictures and how for 40 years they have been persuading more people to come to the box offices than otherwise would have been there.

The congratulations due trailers and National Screen on this occasion are indeed well merited.

India Newspaper Features Article on Quigley Pub.

Special to THE DAILY

ADMEDABED, India, Sept. 29 (By Air Mail).—A brief history of the Quigley Publishing Company, its organization and the periodicals it publishes, is the lead story on the weekly theatre page of "Daily Jansatta" here. Written by Harsukhray L. Raval, of the India Advertising Agency, which has headquarters here and in Bombay, the article quotes from an anniversary issue of "Motion Picture Herald"

The article is illustrated with photos of Martin Quigley, Martin Quigley, Jr. and the late Terry Ramsaye, former editor of the "Herald." Raval has been a reader of the "Herald" for 19 years.

Producers, Credit Group Plan Closer Liaison

Closer liaison between the Film Producers Ass'n. and the Motion Picture Credit Group here is predicted as a result of a meeting of representatives of the two organizations last week.

The producers' viewpoint on financial and technical problems, his business outlook and the ways in which he believes motion picture laboratories,

(*Continued on page 3*)

SMPTE Convention

PAGES 4–6

Harrison To Speak on General Film Outlook

Special to THE DAILY

BALTIMORE, Md., Oct. 4.—Alex Harrison, general sales manager of Twentieth Century-Fox, has joined the roster of speakers for the first fall conference of the Maryland Theatre Owners Association, at the Emerson Hotel here on Wednesday, Oct. 14, John G. Broumas, president, announced. Harrison will outline the general product situation for the

(*Continued on page 2*)

Pitt. Drive-Ins' Trust Suits Discontinued Here

Anti-trust suits brought in U.S. District Court here five years ago by the Colonial and Harmer drive-ins, located in the Pittsburgh area, were discontinued on Friday without having been brought to trial. Some time ago the plaintiffs were warned by the

(*Continued on page 2*)

COMPO Warns Newspapers They Are Censors' Targets As Well As Films

Newspapers also are among the targets of pro-censorship forces, it was charged in a letter sent over the week-end by Charles E. McCarthy, information director of COMPO, to Lee Wood and Paul Sann, executive editors respectively of the *New York World Telegram and Sun* and the *New York Post*.

McCarthy's letter was prompted by the papers' publication of a series of Associated Press stories written by Bob Thomas from Hollywood. The series discussed the effects on church groups of franker language and film subject matter which Thomas says are now being used in pictures as a result of changes in the Production Code.

"Surely you must be aware," McCarthy wrote the editors, "that these stories are heavy ammunition for pro-censorship zealots and that they will be used with devastating effect in the

(*Continued on page 3*)

Opens Today

Space Age Is Theme of 86th SMPTE Meet

Curtis Will Address First Luncheon Meeting Today

With "Motion Pictures and Television in the Space Age" as its theme, the 86th semi-annual convention of the Society of Motion Picture and Television Engineers will get underway here today at the Statler Hilton Hotel.

Highlight of today's program will be a luncheon speech by Edward P. Curtis, a director of Eastman Kodak Co. and vice-president in charge of professional motion picture film sales and foreign sales and advertising. His sub-

(*Continued on page 5*)

AB-PT Buys 244,968 Of Preferred Stock

From THE DAILY Bureau

WASHINGTON, D.C., Oct. 4. — According to papers filed with the Securities and Exchange Commission here, American Broadcasting - Paramount Theatres, Inc., during the span from January 3 to July 31, 1959, bought 244,968 of its 320,799 five per cent preferred stocks outstanding. Purchased on the New York Stock Exchange for a total of $4,779,777, the company made the major seg-

(*Continued on page 6*)

Goldstein Begins Tour For 'Solomon' Today

United Artists' advance campaign for Edward Small's "Solomon and Sheba" moves into its second stage with Jack Goldstein, of the film's special promotion unit, embarking on a 15-city coast-to-coast tour beginning today, it was announced by Fred

(*Continued on page 3*)

Lifelike color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

MARTIN DAVIS, Paramount national advertising-publicity-exploitation manager, will return to New York today from a European business trip.

•

RUSSELL MARKERT, Radio City Music Hall producer and director of its Rockettes, returned to New York on Friday following a four-week holiday in Bermuda.

•

IRVING H. LUDWIG, Buena Vista president, left New York at the weekend for Hollywood.

•

NORMA KELLY WILLIAMSON, daughter of W. O. "OLLIE" WILLIAMSON, Warner Brothers Southeastern division manager, was married at First Methodist Church, Atlanta, to JOSEPH MARCUS MANN, a student at Georgia Tech.

•

DEBORAH KERR will return to New York from London today via B.O.A.C.

•

DANIEL MANN, director of "The Last Angry Man" for Columbia, has arrived in New York from the Coast.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for Knoxville, Tenn.

•

DIMITRI TIOMKIN, composer and director of film music, will arrive in New York today from the Coast.

•

ARTHUR HORNBLOW, Jr., and ROBERT THOM, writer, have arrived in New York from Holllywood.

•

JAMES H. NICHOLSON, president of American International Pictures, arrived in New York yesterday from the Coast.

•

JACK BLOOM, circuit sales representative for 20th Century-Fox, was in Albany, N. Y., from here.



The Buzz that Builds Biz!

MR. HOLLYWOOD MOVIE BEE TRAILER

Contact your local NATIONAL SCREEN SERVICE EXCHANGE

Harrison to Outline Product

(*Continued from page* 1)

Maryland exhibitors from all companies as well as his own, Broumas said.

Other speakers, in addition to Albert M. Pickus, executive committee chairman of national TOA, who will deliver the keynote address, are Edward Redstone of Northeast Drive-In Theatres of Boston, Mass., who will talk on drive-in and concessions operations; E. LaMar Sarra of Florida States Theatres, Jacksonville, Fla., who will talk on state and local legislation; Edward Lachman of Lorraine Carbon Company of Boonton, N. J., who will speak on the program of the Council for the Improvement of Theatres and Moton Picture Projection.

Also, Philip F. Harling, of Fabian Theatres, New York, who will speak about the Small Business Administration and toll-TV; George Roscoe, director of exhibitor relations of TOA; and A. Julian Brylawski, of Stanley Warner Theatres of Washington, D. C., whose subject will be national legislation.

The one-day conference will open at 10 A.M. After a luncheon, most of the afternoon session will be devoted to showmanship. A cocktail party in the evening will conclude the program.

1st Foreign Date for 'Ben-Hur' in London

The first foreign engagement for Metro-Goldwyn-Mayer's "Ben-Hur" has been set for London's Empire Theatre on Dec. 17, it was announced here. The film will be given a gala premiere in the British capital with prominent government officials, including members of the Royal Family, in attendance. A number of personalities appearing in the picture also are expected to be present.

"Ben-Hur" will have its world premiere in New York City at Loew's State on Nov. 18. It will open in a number of other cities shortly afterwards. Additional foreign engagements, following the London opening, will take place in the Spring and Summer of 1960.

Second 'Ben-Hur' Show Is Taken by the PAL

The Police Athletic League has bought out the second evening's performance of "Ben-Hur" at Loew's State here. Their fund-raising theatre party will take place Nov. 19, the night after the world premiere.

John Roosevelt has been named as chairman of the "PAL Premiere," with Jinx Falkenburg as vice-chairman. The theatre party will raise funds to support the PAL's recreational program.

Reopen Akron Theatre

AKRON, O., Oct. 4. — The Paramount Theatre here, long closed, has been reopened by Glen C. Beane and George Robinson. Beane is operating the house.

N. Y. 'Odds' Bow Oct. 15

Harry Belafonte's "Odds Against Tomorrow" will have its New York premiere on Thursday, Oct. 15, at the Victoria Theatre. Film is a United Artists release.

Pitt Drive-ins

(*Continued from page* 1)

court either to prosecute their case or have it face dismissal.

The suit charged most national distributors in the Pittsburgh area with conspiracy and discrimination in favor of Loew's, Stanley Warner and the Shea circuits. No specific damages were asked. At one time, plaintiffs retained new counsel when it was disclosed that their attorney had previously been associated with Sargoy & Stein, New York counsel for some of the distributors who were defendants in the case.

'Mary Deare' Set for Thanksgiving Bookings

"The Wreck of the Mary Deare," starring Gary Cooper and Charlton Heston, will be set by Metro-Goldwyn-Mayer for a select group of key city pre-release engagements just prior to and including the Thanksgiving holiday. The national release of the Julian Blaustein production is scheduled for December.

Youth Board Sees 'Man'

Columbia Pictures will screen the Fred Kohlmar production, "The Last Angry Man," tonight for both central and area officers of the Youth Board, as well as young men from the five regions of New York served by the Board. The picture is the story of a Brooklyn physician in a slum neighborhood.

Big Sign for 'Beach'

A block-long teaser strip sign advertising the Dec. 17 opening here of Stanley Kramer's "On the Beach" for United Artists release, was erected over the Astor and Victoria theatres on Friday. The sign extends from 45th to 46th Street on Broadway and features photographs of the stars as well as text and credits for the film.

Four New Theatres For 'Beach' Premiere

Four additional theatres have been set to participate in the global premiere of Stanley Kramer's "On the Beach," which will take place Dec. 17 simultaneously in 18 major cities on six continents, it was announced by William J. Heineman, vice-president of United Artists.

The additional theatres are: Grauman's Chinese in Los Angeles; the State Lake in Chicago; the Keith Theatre, Washington, and the Odeon Theatre, Toronto, Canada.

The film has also been booked into the Astor Theatre on Broadway, for the Dec. 17 premiere. The Astor has been closed for a seven-week stage-to-marquee renovation in preparation for the event.

Philbrick, 'Spy' and Exhibitor, N. H. Judge

Special to THE DAILY

BOSTON, Oct. 4.—Herbert A. Philbrick, former FBI counterspy, as well as theatre executive here, has been named a judge of the Rye, New Hampshire, Municipal Court. His nomination was submitted to the executive council meeting in Concord, N. H., by Governor Wesley Powell. Although Philbrick is not a lawyer, legal training is not required of judges sitting in the lower courts of that state.

During his service as a counterspy, Philbrick was an assistant in the publicity department of American Theatres Corp., and before that was with the old M&P Theatres chain. He became a national figure when he testified in Washington on his four years of activities within the Communist party. His book, "I Led Three Lives," became a best-seller and the basis for a national TV sustaining show. Another such series is due on TV screens this winter, all based on his experiences as a counterspy. Philbrick came to Boston earlier this week in connection with the opening of Warner's "The FBI Story."

Miele to U. A. Records

Andy Miele, for the past eight years an executive of Capitol Records, has been named national sales manager for United Artists Records and its subsidiary labels, it was announced on Friday by David V. Picker, UAR executive vice-president.

Miele will assume his new post immediately.

Big 'Gates' Opening

"Five Gates to Hell," 20th Century-Fox release, continued its boxoffice pace with a big $1,610 opening day at the Fulton Theatre in Pittsburgh, according to a theatre report.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Compo Warns

(*Continued from page* 1)

efforts of these people to obtain censorship of the movies."

Declaring that the editors seemed to be unaware of the "far-ranging objectives of these censorship advocates," McCarthy then told of a recent conference at which a clergyman asserted that his people "were now centering their fire on the movies, but that their program called for campaigns in the near future for censorship of all means of communication—radio, television, books, magazines and newspapers."

McCarthy did not name the clergyman. He said the conference was held in the capitol of a nearby state, and that he was told of the incident by somebody at the conference whose truthfulness he did not question.

"The changes in the Production Code," McCarthy asserted, "were made in an effort to bring the Code into line with public attitudes that have been in existence for many years.

"For years the motion picture was berated by newspapers for catering to the 12-year-old mind and ignoring adult intelligence. Now, when the movies attempt to meet this criticism, the newspapers act as if they were scandalized. To newspapermen and those who either 'have been newspapermen themselves' or have spent their lives among newspapermen, this phony piety occasions no surprise, since it has always been standard newspaper practice," McCarthy wrote.

Goldstein Begins

(*Continued from page* 1)

Goldberg, UA national director of advertising, publicity and exploitation.

Goldstein will meet with media representatives and UA fieldmen in major cities across the country as part of the second major penetration for the film. His itinerary over the next four weeks includes Washington, Baltimore, Philadelphia, Chicago, Cleveland, Detroit, Pittsburgh, Atlanta, Miami, Los Angeles, New Orleans, Dallas, and San Francisco.

In each city Goldstein will develop and supervise specially-prepared promotions and campaigns in conjunction with UA field representatitves. These campaigns are designed to create advance public and playdate interest in the UA release. Primary targets include newspapers, radio, television, magazines as well as schools, libraries, museums, church, civic and community organizations.

'Sheba' Library Kit

United Artists is preparing a special "Solomon and Sheba" information kit for more than 32,000 libraries throughout the country as part of its promotion campaign for the Edward Small spectacle. The library campaign is designed to generate word-of-mouth attention for the film with opinion-making groups and organizations.

Warner Bros. Reports Fast Start For 'Operation Christmas Tree'

Warner Bros.' "Operation Christmas Tree" got off to a rousing start over the week-end, the company reported. Its national sales campaign continues the upbeat theme of the recent "Welcome Back, Jack" drive, the most successful ever conducted by Warner Bros.

With Larry Leshansky, coordinator of field sales activities, as drive captain, the Warner sales forces will concentrate on ten important productions currently in release or scheduled to reach theatres within the drive period of Oct. 4 to Jan. 16, 1960.

Emphasizing the holiday-treat caliber of entertainment exhibitors are being offered during the drive. "Operation Christmas Tree" will have the trimmings of the Yule season. Lighted, decorated Christmas trees in exchange offices throughout the nation will record the standings of various divisions.

Ten Films Featured

The productions featured in "Operation Christmas Tree" are "The Nun's Story," "The FBI Story," "Yellowstone Kelly," "A Summer Place," "Look Back in Anger," "Hercules," "John Paul Jones," "The Miracle," "-30-" and the special Christmas-New Year's attraction, "The Boy and the Laughing Dog."

Foreign Film Forum Slated Nov. 23-24 in S.F.

Special to THE DAILY

SAN FRANCISCO, Oct. 4. — Presented under the auspices of the San Francisco International Film Festival, and sanctioned by the Theatre Owners of America, the Foreign Film Symposium will be held in San Francisco on Nov. 22, 23 and 24 this year. Co-chairmen are Herbert Rosener and John P. Parsons.

During the three-day period are scheduled workshops and forums for the purposes of discussing problems of foreign film distribution.

Four Now Scheduled

Participation in the International Film Festival events include cocktail parties, and meeting with producers, directors and stars of new foreign films. Included, so far, are Edward Schuerman, director of the Art Theatre Guild; Clement Perry; Bosley Crowther of the *New York Times*, and Arthur Mayer, who will head the list of principal speakers.

There will be many facets to this program. Exhibitors attending will view screenings of latest imports, and discuss film buying, advertising, special promotions, and physical operations.

Gardner Using Heaters

ALBANY, N. Y., Oct. 4.—John W. Gardner has installed in-car heaters for the comfort of patrons at the Glen Drive-in, outside of Glens Falls. This is the drive-in's second season. Gardner built and formerly operated the Turnpike Drive-in, near Albany, some years ago, also opened Vermont's first drive-in, at Burlington.

Closer Liaison

(*Continued from page* 1)

equipment concerns and other Credit Group members can cooperate with him were submitted to the latter. Participating were Nathaniel Zucker, president, and Irving Checkin, executive director, of the Film Producers Ass'n.

Series of Seminars Diseussed

The possibility of setting up a series of seminars by laboratories in behalf of film producers was discussed.

Skelton Buys Units for Independent Production

From THE DAILY Bureau

HOLLYWOOD, Oct. 4.—Red Skelton, film and television comedian, on Friday announced the purchase of the world's first mobile color-TV tape-recording facilities.

The studio on wheels, which will include two Ampex color videotape television tape recorders and three General Electric color-TV cameras with associated studio gear, will be built at a cost of $500,000.

Skelton said he is in process of forming an independent production company, and will begin operations with the new mobile color unit within four months. Facilities will be housed in three vehicles.

Navy to Help Columbia Promote 'Battle' Film

Columbia Pictures has enlisted the aid of the United States Navy to help promote Charles Schneer's "Battle of the Coral Sea," action drama about the historic U.S. Naval victory in World War II. A nationwide tie-up has been arranged between Columbia and the Navy linking the film with the Navy's recruiting program.

As part of the tie-up, every single recruiting station in the country is being provided with posters cross-plugging the film and the Navy's recruiting drive. In addition, bumper strips heralding the motion picture will be displayed on all Navy recruiting vehicles.

Calls Summer 'Biggest'

MILWAUKEE, Oct. 4. — In Elkhorn, Wis., population about 3,000, but more during the summer months, Dan Kelleher, operating the Sprague Theatre, reports that this has been his biggest summer since 1948.

He also reports that Allied Artists' "Big Circus" has broken records there and wants to bring it back to Elkhorn.

PEOPLE

Mort Gaffin, formerly director of new business and promotion for NBC Spot Sales, has joined Radio Corp. of America as manager of special advertising and sales promotion programs.

□

Kathryn Darrell, who joined Robert Lawrence Animation last year shortly following formation of the company, has been named production supervisor, Miss **Darrell** formerly was managing director of the Equity Library Theatre.

□

Albert Aaron, exhibitor of Charleston, West Va., has leased from Mrs. **John W. Wright** the Kearse Theatre. He will take over operation on Oct. 15.

Johnston Meeting Press

HOLLYWOOD, Oct. 4.—Eric Johnston, president of the Motion Picture Association, will hold a press conference here Monday morning in the board room of the Association of Motion Picture Producers.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39 United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and Holidays), at New York, N. Y., for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher and Editor-in-Chief, Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing editor, James D. Ivers, 1270 Sixth Avenue, New York City; Business manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 5,322.

THEO J. SULLIVAN,
(Signature of business manager.)

Sworn to and subscribed before me this 23rd day of September, 1959.

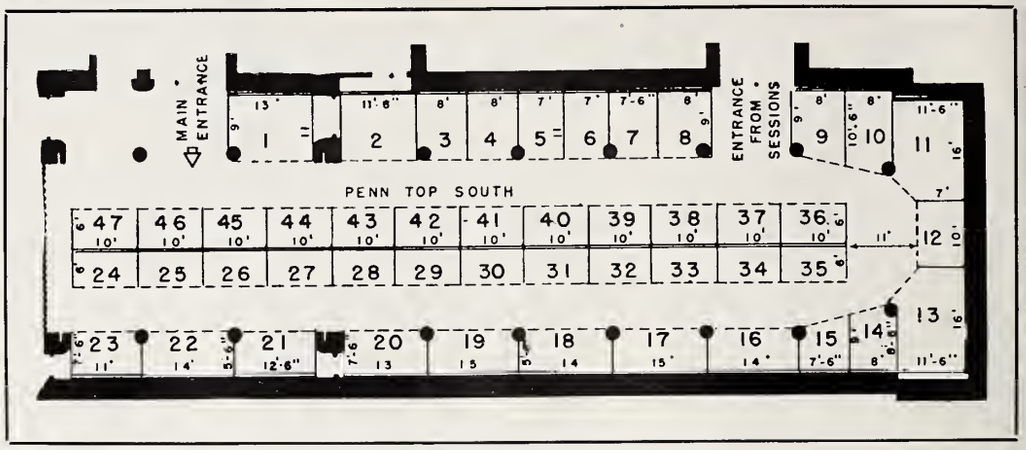
(SEAL) FRANK E. MARRA

(My commission expires March 30, 1960)

SMPTE EXHIBITS

Companies displaying equipment, and floor plan of booths, at convention of Society of Motion Picture and Television Engineers, Statler - Hilton Hotel, New York City, Oct. 5-8.

HOURS EXHIBITS ARE OPEN:
MONDAY: 2:00 - 6:00
TUESDAY: 10:30 - 9:00
WEDNESDAY: 11:30 - 4:00
THURSDAY: 10:30 - 5:00



AMPEX CORPORATION, Redwood City, Calif.	Booths 9, 10, 11	PHILIP A. HUNT COMPANY, Palisades Park, N. J.	Booths 33, 34
ANIMATION EQUIPMENT CORP., New Rochelle, N. Y.	Booth 4	JM DEVELOPMENTS, INC., New York	Booth 45
ARRIFLEX CORP. OF AMERICA, New York, Los Angeles	Booth 47	LIPSNER-SMITH CORPORATION, Chicago	Booth 15
BAUSCH & LOMB OPTICAL CO., Rochester, N. Y.	Booth 12	MACBETH INSTRUMENT CORPORATION, Newburgh, N. Y.	Booth 37
BELL & HOWELL COMPANY, Chicago	Booth 1	MOTION PICTURE ENTERPRISES, INC., Tarrytown, N. Y.	Booth 25
CAMERA EQUIPMENT COMPANY, New York	Booth 3	NATIONAL CINE EQUIPMENT, INC., New York	Booth 39
CAMERA MART, INC., New York	Booth 36	NEUMADE PRODUCTS CORPORATION, New York	Booth 46
CANADIAN APPLIED RESEARCH, LTD., Toronto, Ont.	Booth 42	PRECISION LABORATORIES, Brooklyn, N. Y.	Booth 43
CENTURY LIGHTING, INC., North Miami, Fla., New York	Booth 40	PRESTOSEAL MANUFACTURING CORP., Long Island City, N. Y.	Booth 38
CINE SPEED, INC., Westbury, N. Y.	Booth 14	RADIO CORPORATION OF AMERICA, Camden, N. J.	Booths 21, 22
EASTMAN KODAK COMPANY, Rocheter, N. Y.	Booth 20	RAPID FILM TECHNIQUE, Inc., Long Island City, N. Y.	Booth 35
ELECTRONIC SYSTEMS, INC., Danville, Ill.	Booth 41	S.O.S. CINEMA SUPPLY CORP., New York, Hollywood	Booth 23
FILMLINE CORPORATION, Milford, Conn.	Booth 47	TIME AUTOMATED MFG. CO., INC. Woodside, N. Y.	Booth 2
FLORMAN & BABB, INC., New York	Booth 17	U.S. AIR FORCE	Booths 31, 32
THE HARWALD COMPANY, Evanston, Ill.	Booth 19	U.S. ARMY SIGNAL CORPS	Booths 27, 28
KARL HEITZ, INC., New York	Booth 24	U.S. NAVAL TRAINING SERVICE CENTER	Booths 29, 30
HOLLYWOOD FILM COMPANY, Hollywood	Booth 13	UNICORN ENGINEERING CORPORATION, Sylmar, Calif.	Booth 13
HOUSTON FEARLESS CORPORATION, Los Angeles	Booths 7, 8	VICOM, INC., Rochester, N. Y.	Booth 44

AGENT FOR THE SALE and DISTRIBUTION OF EASTMAN PROFESSIONAL MOTION PICTURE and TELEVISION FILMS

W. J. GERMAN INC.

HOLLYWOOD • FORT LEE • CHICAGO

CREATE
THE *RIGHT* MOOD
EVERY TIME
with the
MAJOR MOOD
MUSIC LIBRARY

Major offers you a full twenty hours of mood music for titles, bridges, background—for scoring, editing, recording and dubbing music for your feature productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and commercials.

Major specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

IMPORTANT: *Major* owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Records available on a "per selection" or "unlimited use" arrangement.

WRITE FOR FREE
CATALOGUE
to
THOMAS J. VALENTINO,
INCORPORATED
Established 1932
150 West 46th Street
New York 36, N. Y.

Also available Free catalogue of complete sound effects library
RD-1

SMPTE Meet

(*Continued from page* 1)

ject will be "Engineering in the Space Age."

Curtis will discuss challenges that the space age imposes for the Society. He will point out that while motion picture and television engineers have, in some areas kept pace with the achievements of the whole field of engineering, in other areas it may have lagged. The world market, including Russia, is to be reviewed briefly.

Cinematography This Morning

Registration for the convention began yesterday. This morning will be devoted to a session on cinematography, during which seven papers are to be delivered.

Following the luncheon today a business meeting is scheduled for 2 P.M., after which there will be a symposium on film steadiness. A session on sound recording and reproduction is scheduled for 8 P.M. tonight.

Space Technology Tomorrow

Tomorrow both morning and afternoon sessions will be devoted to space technology and image sensing.

Presentation of awards will be held at 8:30 that night, with the guest speaker Edgar M. Cortright, chief, advanced technology program, National Aeronautics and Space Administration. He will give a general survey of all aspects of the national space program, including space sciences, satellite applications, manned space flight, and developmental and supporting activities.

Equipment Papers Wednesday

On Wednesday morning nine exhibitor companies will present equipment papers and demonstrate their new equipment starting at 9 A.M. Presentations will include the following: Arriflex Corp. of America: a synchronous sound recording system for Arriflex cameras; Bell & Howell Co.: a new 16mm motion-picture printer; Camera Mart, Inc.: Camart Add-a-unit extension plate for Moviola editing machines; other Camart products; Century Lighting, Inc.: Punch automatic instantaneous infinite preset lighting system; Florman & Babb, Inc.: F. & B. slide dissolve unit; Karl Heitz, Inc.: Kinoptik lenses and Camex 8, Robot and Alpha cameras; Prestoseal Mfg. Corp.: film, tape and paper splicing equipment; Rapid Film Technique, Inc.: problems of scratches on motion-picture film and their removal; Time Automated Mfg. Co.: 16mm color processor.

Instituted at Last Convention

The equipment papers and demonstrations session is a relatively new feature of SMPTE conventions. The first such session took place during the 85th semi-annual convention at Miami Beach last May and proved to be a highlight of the convention week.

Committee meetings are to be held Wednesday afternoon, and that night a cocktail party, banquet and dance

(*Continued on page* 6)

TITRA SOUND CORP.
TITRA DUBBING CO., INC.
1600 BROADWAY, N. Y. 19, N. Y.
PLaza 7-6681

THE ONLY STUDIO WITH
FULLY INTEGRATED
FACILITIES FOR
HANDLING ALL PHASES
OF ENGLISH AND
FOREIGN LANGUAGE
DUBBING

- SCRIPT WRITING
- CASTING & DIRECTING
- LOOPING
- EDITING
- INTERLOCK
- MIXING
- OPTICAL AND MAGNETIC TRANSFERS

SMPTE Meet

(*Continued from page 5*)

are to take place in the hotel's Grand Ballroom.

All day Thursday will be devoted to television equipment and practices. Concurrent sessions are scheduled on Friday morning, one on instrumentation and high-speeed photography and the other on scientific and international television. Video-tape recording is the subject for Friday afternoon.

30 Companies Have Exhibits

Latest developments in motion picture and TV engineering will be shown at the equipment exhibit to be held in connection with the convention. Thirty companies and several Armed Forces groups will have their products on display.

Program chairman of the convention is Dr. J. Paul Weiss, DuPont Photo Products Division. The exhibit chairman is William J. Reddick of W. J. German Company.

Military Uses Stressed

A showing of the military uses of motion pictures and television by the United States Army, Navy and Air Force during the equipment exhibit is expected to dramatize the theme of the convention. The U.S. Army Signal Corps will show panels depicting military uses of combat photography and the prototype of a tactical television system. The U.S. Naval Training Device Center will display trainers for inner space. The U.S. Air Force will show 10-scale model of the Thor-Able Moon Rocket, Atlas ICBM and Titan ICBM.

Jazz Records Added to Valentino Catalogue

Recordings described as of the "dramatic jazz" type have been added to the mood music catalogue of Thomas J. Valentino, Inc. The company releases 20 minutes of recordings each month.

Added to the October listings are the jazz records, many of which are original compositions by Samuel Allen and were recorded in Europe. Valentino has a diversified library consisting of 20 hours of recordings in all musical moods.

Film Festival Begins; To Benefit U.N. Group

Leading personalities from the diplomatic, society and entertainment worlds are attending the United Nations Film Festival at the new Murray Hill Theatre here to benefit the United Nations International Children's School. Performances began Saturday night with a Scandinavian film; yesterday afternoon a British film was shown; and last night a French film. The festival continues tonight with one from Latin-America, and concludes tomorrow night with Universal's "Pillow Talk."

Titles of the pictures were not announced since four are previews of foreign productions being shown by special arrangement.

Among those attending are Mrs. Eleanor Roosevelt, His Excellency Victor Andres Belaunde, president of the United Nations General Assembly, and ambassadors from many nations. All proceeds will be donated to the United Nations International School.

Rapid Film Paper

A paper on problems of scratches on motion picture film and their removal, prepared by Rapid Film Technique, Inc., will be delivered on Wednesday at the convention of the Society of Motion Picture and Television Engineers here at the Statler Hilton Hotel. Henry Lloyd of Rapid Film will read the paper and be assisted in demonstrations by Jerome Gober.

25 to Receive SMPTE Awards Tuesday Night

Some 25 awards, including 15 Fellowships, will be formally presented by the Society of Motion Picture and Television Engineers at special ceremonies here tomorrow night. The SMPTE is holding its 86 semi-annual convention at the Statler Hilton Hotel currently through Friday.

Those to receive Fellowships awards include Walter E. Beyer, Robert E. Birr, Harry P. Bruggemann, John M. Calhoun, Albert Gillet, Robert Gottschalk, C. Loren Graham, James W. Kaylor, G. Don Malkames, Leon C. Shelly, Philip E. Smith, Henry Ushijima, Paul Vittum, Julian H. Webb, and Hans C. Wohrab.

Other awards and recipients are as follows:

Student member award—John C. Stormont.

Journal award—Derwyn M. Severy.

Honorable Mention—D. W. Fassett, F. J. Kolb, E. M. Weigel, Otto H. Schade, Sr., Donald A. Delwiche, James D. Clifford, and William R. Weller.

Herbert T. Kalmus gold medal award—Herman H. Duerr, Ansco.

David Sarnoff gold medal award—W. R. G. Baker, Syracuse University.

Samuel L. Warner memorial award—John G. Frayne, Westrex Corp.

Award of honorary membership in the Society—Harvey Fletcher, Brigham Young University.

Progress medal award—Harold E. Edgerton.

AB-PT Buys

(*Continued from page 1*)

ment of its purchase on July 30 this year. On that day it acquired at $19.25 per share, 240,768 of the five per cent preferred stocks, slated for August 5 delivery.

On that same date, the company sent out a mailing to all preferred shareholders and informed them that AB-PT would buy on the New York Exchange any and all outstanding five per cent stocks at $19.25 per share, until Sept. 30, 1959. The Commission's data reveals that as of July 31, 1959, only 75,831 shares of AB-PT's five per cent preferred shares were outstanding.

Religious Film Theatre

BOSTON, Oct. 4.—The old Loew's State Theatre here, now the Donnelly Memorial Theatre, reopened Oct. 1 under the auspices of Richard Cardinal Cushing with the first formal showing in the country of a color film based on the life of Christ.

Called "The Fifteen Mysteries of the Rosary," the film is in three parts. It will be shown twice daily, at 2 and 8:15 P.M. throughout the month of October.

Reopen Ohio Theatre

ST. CLAIRSVILLE, O., Oct. 4.—The Old Trail Theatre, recently closed, has been reopened Friday by Rainburt Albert.

the only guaranteed scratch removal process

for 16 and 35 mm Prints

- Originals
- Negatives
- Kodachromes

RAPIDWELD far scratched film: We remave scratches and abrasians fram bath sides af film, restare flexibility, repair all impraper splices, and apply aur exclusive pratective caating.

RAPIDTREAT far new film: We apply a caating ta the emulsian side af your film that pratects against scratches, dirt and all stains.

rapid FILM TECHNIQUE INC.
"THE FILM DOCTORS"
37-02 27 St., L.I.C. 1, N. Y.
STillwell 6-4601

VISIT US AT BOOTH 35

SPLICING PROBLEM?
BOOTH #38
FREE GIFT

BUSY?

Then you appreciate MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 68 NEW YORK, U.S.A., TUESDAY, OCTOBER 6, 1959 TEN CENTS

Optimistic

Warner Sees '59 Best Since Divorcement

Says Firm's Net Will Top All Others; Future Bright

From THE DAILY Bureau

HOLLYWOOD, Oct. 5. — Warner Bros. profits for the fiscal year ended Aug. 31 will exceed those of any other motion picture company this year, Jack L. Warner, president, predicted today. Although he disclosed no figures, he said 1959 will be the company's best year since theatre divorcement six years ago, and predicted a continuance of the advances which, he said, have put the company in a



Jack L. Warner

(*Continued on page* 12)

NSS 40th Anniversary Trailer Contest Set

Because of the interest and enthusiasm displayed by exhibitors across the country in the recently announced "Once-in-a-Lifetime Tribute to Trailers," National Screen Service, through its president and board chairman, Herman Robbins, has announced

(*Continued on page* 12)

Sperie Perakos Heads Conn. Drive-In Group

Special to THE DAILY

HARTFORD, Oct. 5.—Sperie Perakos, general manager, Perakos Theatre Associates, New Britain, Conn., has been elected president of the Connecticut Drive-in Theatres Assn.

Fellow officers are Bruno Weingar-

(*Continued on page* 13)

TELEVISION TODAY — p. 12

Curtis Urges SMPTE Members Bring 'New Look to Art of Entertainment'

By JERROLD WEITZMAN

Members of the Socicty of Motion Picture and Television Engineers were warned yesterday not to become "so preoccupied with space technology that you forget we need a few mundane things like better projection in motion picture theatres and improved kinescope recordings." The message came from Edward P. Curtis, vice-president of the Eastman Kodak Company, in a speech at the opening luncheon of the 86th semi - annual convention of the Society at the Statler-Hilton Hotel here.



Edward Curtis

Taking as his subject, "Engineering in the Space Age," Curtis stressed the idea that the recent assays in space prove there are "few limits to what engineering can accomplish in pushing back the frontiers of man's

(*Continued on page* 11)

Compo Annual Meeting, Election Oct. 22 in N. Y.

The annual meeting of the COMPO membership, board of directors and executive committee will be held Thursday, October 22, at the Hotel Astor, it was announced yesterday by Charles E. McCarthy, the organization's information director.

Election of officers will be on the agenda, as required by the by-laws. The rest of the agenda is now being prepared, McCarthy said.

Goldwyn in Hospital For Knee Surgery Here

Samuel Goldwyn was in Harkness Pavillion of Columbia Presbyterian Medical Center here yesterday preparatory for surgery to remove a damaged cartilage in his right knee. The producer will be operated on this morning and is expected to remain in the hospital for several weeks, according to Dr. Dana Atchley, his attending physician. The operation will be performed by Dr. Frank Stinchfield.

Goldwyn entered the hospital Sunday following diagnostical study of the injury, suffered some months ago

(*Continued on page* 14)

Lester Isaac Leaving S-W Cinerama Friday

Lester B. Isaac has resigned as national director of exhibition for the Stanley Warner Cinerama Corp., effective Friday. He was head of the Cinerama operation for the past six and one-half years, during which he was responsible for inaugurating the merchandising and group selling poli-

(*Continued on page* 2)

'Promotion-in-Depth' to Be Pushed For 20th-Fox Films, Says Solomon

By VINCENT CANBY

(Picture on Page 14)

"Twentieth Century-Fox is going into 'promotion-in-depth' to a greater degree than ever before," Eddie Solomon, the company's exploitation manager, told the trade press yesterday at luncheon here preceding a screening of "The Best of Everything."

Special guests at the luncheon were Lawrence Goodman, vice-president of Stern's Department Store; Harold Marahn, of Long Island's Gertz department stores, and Sam Cuff, promotion director of Allied Stores. They and Solomon outlined the "promotion-in-depth" which 20th-Fox and Allied Stores have jointly worked out for "The Best of Everything." Stern's and Gertz are units of the Allied Stores group.

"Until now," said Solomon, tie-ups between motion pictures and department stores have been more or less

(*Continued on page* 14)

Within Next 2 Weeks

Johnston Will Meet with ACE For 'Oscar' TV

MPA President in Move To Assure Sponsorship

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 5.—Industry sponsorship of the spring Academy Awards telecast seemed closer to consummation today as Eric Johnston, president of the Motion Picture Association of America, at a press conference held in the board room of the MPAA, declared that if the $600,000 cost of the program is not subscribed by member companies he will meet within the next two weeks with representatives of the American Con-

(*Continued on page* 13)

Heineman, Velde Hold Sales Meetings Here

William J. Heineman, United Artists vice-president, and James R. Velde, vice-president in charge of domestic sales, will hold a two-day series of top level conferences with the company's division and district managers here starting today. Meetings will be devoted to discussion and plans for

(*Continued on page* 13)

'Ben-Hur' Running Time Three Hours, 37 Minutes

From THE DAILY Bureau

HOLLYWOOD, Oct. 5. — "Ben-Hur," with filming and editing now completed, has been turned over by Metro-Goldwyn-Mayer to the Technicolor laboratories here. The film, which runs three hours and 37 minutes, thus enters the final stage of its long pre-release history.

Joseph R. Vogel, president of Loew's, Inc.; Sol C. Siegel, MGM studio head, and director William Wyler screened the picture over the week-end and today gave the okay for it to be printed and made ready for its world premiere in New York City at Loew's State Theatre, on November 18.

PERSONAL MENTION

RUBE JACKTER, Columbia vice president and general sales manager, returned to New York yesterday from a series of conferences in key cities on the West Coast.

•

BRUCE EELLS, executive vice-president of United Artists Television, has arrived in Hollywood from New York.

•

MICHAEL TODD, Jr., who returned to New York from London a few days ago, will leave here again for the British capital tomorrow. From London he will go to Rome.

•

ALBERT S. GOUSTIN, director of sales for Paramount TV Productions, has left here for London.

•

GLADYS MARKERT, of the advertising-publicity department, Radio City Music Hall, has returned to New York from Bermuda.

•

J. L. O'LOUGHLIN, vice-president of Filmservice Films, Hollywood, has returned there from Atlanta.

•

DAVID DIENER, vice - president of Monroe Greenthal Co., advertising agency, has arrived at the Walt Disney Studios from New York.

•

LES BAXTER has finished work on the musical score of "Goliath and the Barbarians" for AIP and will arrive in New York today from Hollywood.

Merchandising Manual For Allied Convention

Special to THE DAILY

MILWAUKEE, Oct. 5.—Edward E. Johnson, co-chairman in charge of National Allied's Miami Beach convention yearboook, announced that Allied will publish a yearbook manual of merchandising ideas for both drive-in and indoor theatres in connection with the convention, Dec. 7-8-9. The book will feature many new and proven merchandising ideas for increasing box-office receipts, he said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture In TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

Amer. Seating Notes Theatre Field Upturn

Increased activity in the way of theatre remodeling and refurbishing is reflected in an improved outlook for the theatre seating manufacturer, James M. VerMeulen, president of American Seating Co., told the "Wall Street Journal" yesterday.

There has been a "bit of a turnaround" in the theatre field, with increased demand showing, he said. "Some of the theatres have been doing better and are rehabilitating. American Seating has orders to install 1,700 deluxe seats in Loew's Capitol Theatre in New York and upwards of 1,000 seats in the Stanley Warner theatre in Philadelphia, plus a number of orders for rehabilitating seats for Central States Theatres in Iowa."

Has 'Largest Single Order'

VerMeulen reported that the company also has large orders for auditorium seating, including one for $575,000 for a telescoping roof auditorium in Pittsburgh, "the largest single order in public seating history." He said the company's orders for school seating and bus seats also are on the increase. The company is among the largest in the school seating field.

American Seating sales passed the $14,500,000 mark in the first half of this year but earnings declined from $631,278 in the first half last year to $450,729 for the corresponding 1959 period. The decrease was attributed to higher marketing costs and start-up costs for new products. VerMeulen said it is the company's anticipation that sales for the year will equal or surpass last year's volume, and "I hope the same for earnings."

Expects a Record

"It's very likely that our third quarter shipments were at a record high," he added. Previous record third quarter sales were $15,480,000 in 1956. He said the company has enough stockpiled steel to last to the end of the year.

Sorenson Dies; Pioneer Cameraman and Editor

Requiem Mass will be offered today at St. Thomas Aquinas Old Church in Brooklyn for Arthur A. Sorenson, veteran cameraman and film editor, who died at his home Friday following a heart attack. He is survived by his wife, Catherine; two sons, a daughter, five grandchildren, two brothers and four sisters.

Sorenson started as a cameraman with Vitagraph some 45 years ago, later joining Fox News, where in 1932 he became assistant news editor under Edmund Reek. At the time of his death he was assignment editor of that organization.

TOA Talent for TOA's Convention Entertainment

Theatre Owners of America will draw upon its own membership for some of the entertainment at the president's banquet, the concluding event at its 12th annual convention at the Hotel Sherman in Chicago next month.

Adolph and Mrs. Rozanek, of the Rozanek Theatre Corp. of Crete, Nebraska, have volunteered their services as dancers at the banquet, to be held Thursday evening, Nov. 12, in the grand ballroom at the Sherman. They advised TOA president George G. Kerasotes that they have won many contests and trophies in ballroom dancing, and specialize in the "Ballroom Swing Polka." Their offer was quickly accepted.

Rifkin to Appeal in UA Conciliation Case

Special to THE DAILY

BOSTON, Oct. 5.—Julian Rifkin, who had asked for a conciliation meeting with branch manager Harry Segal of United Artists regarding the film company's policy of pursuing per capita deals on product at the Shipyard Drive-In, Providence, R. I., was granted the interview this morning at Segal's office. Rifkin said later the meeting was "friendly but not fruitful." As a result he has written James Velde for a further meeting in New York at Velde's earliest convenience.

Last Friday Rifkin sent a letter to William Kumins, branch manager at Warner Brothers, requesting a conciliation meeting on the same matter pertaining to the Shipyard Drive-In. Kumin's answer for the date of a meeting is expected tomorrow.

Carolina TOA to Hear Velde and Kerasotes

Special to THE DAILY

CHARLOTTE, N. C., Oct. 5.—James R. Velde, vice-president in charge of domestic sales for United Artists, and George G. Kerasotes, president of Theatre Owners of America, will headline the agenda for the annual convention of the Theatre Owners Association of North and South Carolina, to be held here Oct. 18-19.

Velde will speak at the business session to be conducted Monday, Oct. 19. Rodney Bush, director of exploitation for 20th Century-Fox, will speak at the morning session.

All sessions will be held in Hotel Charlotte. Sam Irvin, president of the association, will preside. The convention will be climaxed by a banquet and dance Monday evening.

Isaac Leaving

(*Continued from page* 1)

cies widely used for road show engagements throughout the industry.

Isaac's resignation is the result of Stanley Warner's sale of its interest in Cinerama to Cinerama, Inc.

S. H. Fabian, president of Stanley Warner, commenting in Isaac's departure, said "Mr. Isaac established one of the finest theatre circuits in the United States which, under his guidance, set all time record runs and box office grosses for each of the Cinerama attractions. He and his organization gained the respect of civic and religious leaders throughout the country. His showmanship, typified by some of the most lavish premieres ever held for motion pictures and the establishment of group sales departments, were the envy of the entire industry. I am sorry that with the sale of Cinerama, Mr. Isaac will be transferring his services elsewhere. He leaves with the profound respect of myself and my colleagues."

'Angry Man' Previews To Benefit Charities

A group of philanthropic organizations has arranged for a week-long series of previews of Columbia's "The Last Angry Man" at the Forum Theatre here prior to its world premiere on Oct. 22. The film will have a concurrent world premiere benefit for Beth-El Hospital, Brooklyn, at the Trans-Lux 52nd Street Theatre on that date.

Represented among the organizations who have taken the occasion to further their humanitarian work through a salute to Paul Muni's first Hollywood film in 12 years are the United Hias Service, the Sandra Paige Foundation, several chapters of Hadassah, Shal Aide, the Fred Wieson Philanthropic League, the League for Underprivileged Children, the Lillian A. Margolies League, the National Council of Jewish Women, the United Order of True Sisters, the North Hills League for Retarded Children, the American Jewish Congress and various other groups.

Davis to Philadelphia For 'Porgy, Bess' Bow

Special to THE DAILY

PHILADELPHIA, Oct. 5.—Sammy Davis, Jr., who portrays Sportin' Life in Samuel Goldwyn's "Porgy and Bess," will make a personal appearance at the Philadelphia premiere of the picture at the Goldman Theatre tomorrow night.

Davis, in New York rehearsing for a television show, accepted William Goldman's invitation on behalf of the Dr. Henry Barenblatt Chapter of the Deborah Women, premiere sponsor.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

oorer" Promotion!

Americ ndustry—every message ties tightly togeth

Rec MAGAZINE CAMPAIGN IN OVER 4 YEA SCREEN STORIES, SEVENTEEN, MOTIQS PARADE, McCALL'S, SCREEN STARS ON READERS OR 91.3% OF THE AMERNT, SPECIAL

adic in the magazines... that "CAREER" presen ted, all combining to bring alive a moder a WONDERFUL TITLE SONG— "(Love eavy disc jockey plugging! Carrying all this

xce r own audience in your own theatre the po ducer Hal Wallis, guaranteeing the stronge

xten he top penetration expenditures of the pas the image that the magazines and TV hav

einf rarely even attempted! Career Girl fashion pinion-makers and TV personalities ... tele torial coverage in the leading mass circulat

PLEASE

FOUR OF TODAY'S MOST EXCITING STARS . . . IN THE MOST SCORCHING DRAMA OF YOUNG PEOPLE TO IGNITE THE SCREEN IN YEARS!

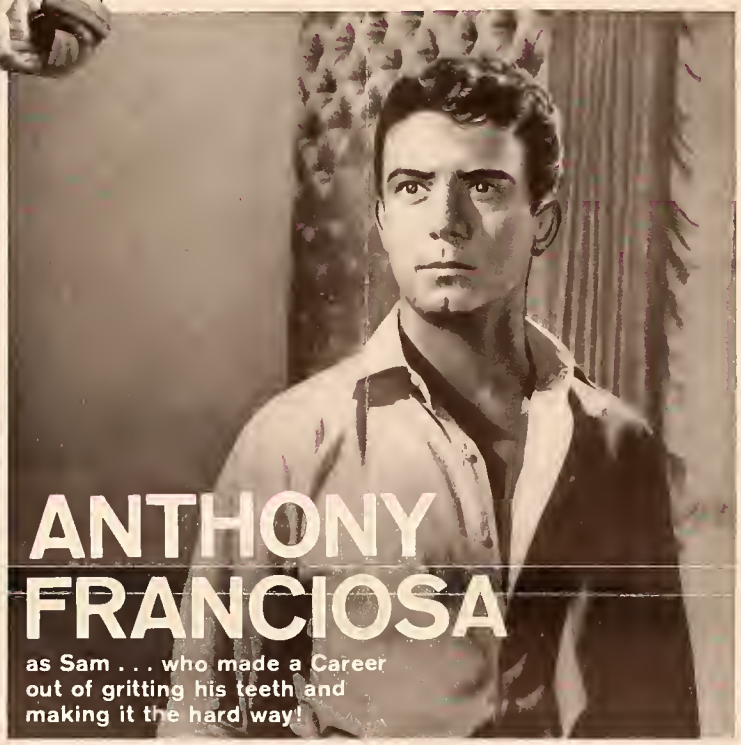
HAL WALLIS' PRODUCTION

"career"



DEAN MARTIN

as Maury . . . who made a Career out of stabbing people in the back—preferably friends.



ANTHONY FRANCIOSA

as Sam . . . who made a Career out of gritting his teeth and making it the hard way!



SHIRLEY MacLAINE

as Sharon . . . who made a Career out of bottles, boudoirs, laughing jags and a sober sobbing that wouldn't stop.



CAROLYN JONES

as Shirley . . . who made a Career out of waiting for one guy—and winning when the odds were longest!



and introducing JOAN BLACKMAN · co-starring ROBERT MIDDLETON · Directed by JOSEPH ANTHONY · Screenplay by JAMES LEE · A Paramount Release



career



career

career

career

career

career

career

career

THE BIG SELL OF THE YEAR IS HAL WALLIS' "career"



Paramount's Coordinated, Concentrated Promotion Guarantees AMERICA WILL HEAR ABOUT CAREER!

See For Yourself! ⬇



career



career



career



career

career

career

career

career

career

THE TRADE PRESS SHOUTS IT, TOO– "CAREER"–BOXOFFICE PICTURE OF THE YEAR!

"All the ingredients to make it a boxoffice hit! Just one dandy of a movie!" –FILM DAILY

"Should enjoy highly rewarding boxoffice! One of the best films ever pegged on the Broadway stage!" –HOLLYWOOD REPORTER

"Strong drama abundant with fascinating characters and tense emotional scenes! Kicks the Broadway legend in the teeth!" –MOTION PICTURE DAILY

"MAY WELL BE THE MOST SIGNIFICANT OF HAL B. WALLIS' 15 DISTINGUISHED YEARS OF ASSOCIATION WITH PARAMOUNT! SELLING ASPECTS ARE ENDLESS! A WORK OF SCREEN ART!" –MOTION PICTURE HERALD

Selected situations in October . . . heavy bookings in November! The money-making smash of your theatre's career is..."CAREER"!

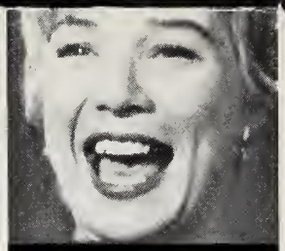


career





career



career

career

career

New Murray Hill Theatre Opens

The newly constructed Murray Hill Theatre on East 34th Street in Manhattan, which officially opens tonight with the world premiere of Universal's "Pillow Talk," was shown to the press yesterday afternoon on a conducted tour following a screening of the film.

The Murray Hill, named after its locale, was built by the Rugoff & Becker Theatre Corporation, and represents an investment of $500,000. The same company operates several first run art theatres in New York—the Sutton, the Beekman and the Fifth Avenue Cinema—including the recently acquired Paris Theatre, which it operates jointly with Pathe Cinema.

Seats 570

The new theatre, a 570-seat house, was designed by Ben Schlanger, who is presently consultant on the Lincoln Square project, and was the architect of the Williamsburg Twin Theatres in Virginia, built for the Rockefellers.

Norman Ives of the Yale University School of Design created the new marquee of stainless black steel with its specially designed letters. The interior was designed by James McNair, a graduate of the Yale School of Architecture. Holby & Hewes were the builders.

The theatre has a white marble facade and embraces the most recent advances in theatre construction, including the most modern acoustical treatment. The color scheme of the theatre interior is scarlet and black and the wall consist of narrow white wooden slats set against a gold metallic background. The lounge is entirely red with black modern furnishings.

Changes in Denver's First Run Setup Seen

Special to THE DAILY

DENVER, Oct. 5. — Changes in Denver's first run situation are expected to occur as a result of remodelling of theatres and new policies planned or in work.

Fox Intermountain's Aladdin closed today for extensive alteration and remodeling, including installation of 70mm. equipment and relocation of booth equipment. Extensive additional parking space will be provided. Work is being rushed to meet an Oct. 15 deadline when "The Big Fisherman" will open on a two-a-day basis. Aladdin had formerly operated on a variable first and subsequent run basis.

Towne Theatre Corp. has taken over the lease on the downtown Welton Theatre and the house has been closed for a complete remodeling. The theatre will now be called the Towne rather than the Welton. The theatre lease is held by Sam Feinstein, who also operates the Kar Vu Drive-In Theatre in Brighton, Colorado, and Mrs. Bertha Andersen of Fort Morgan, who sub-leased to the Telenews Management Corp.

Curtis Pleads at SMPTE for 'New Look'

(*Continued from page* 1)

knowledge." He noted that, though the Society has achieved much since its inception in 1916. "We haven't had a breakthrough comparable to a Sputnik or a moon shot that has lifted entertainment to new high levels . . . since the advent of television. We have had improvements aplenty but nothing that has really given a startling new look at the art of entertainment."

Praises Engineers

After mentioning such innovations as color, stereophonic sound, and wide-screen processes, Curtis remarked, "In saying this I confess I do not have in mind exactly what our engineers might have accomplished which they haven't done."

The Eastman executive pointed out that the motion picture business "derives a great proportion of its income from abroad and, for better or worse, probably has more impact on relations with other peoples or certainly on their ideas of how we live in the United States. Mr. Khrushchev and our friend Spyros Skouras have recently had some discussions about this, as you know."

Commiserating with the lack of sympathy the industry's leaders often accord engineers, Curtis stated, "Entertainment is not in any sense an exact science. It will always depend primarily on creative talent . . . and the responsible producer . . . is more preoccupied with story and stars . . . than he is with improved sound quality or getting more speed and better definition in film."

During a recent trip to the U.S.S.R., for purposes of seeing the American exhibition there, Curtis said he observed first hand that "the motion picture is still the outstanding means of communication in Russia for entertainment, propaganda, and education. There are 77,000 cinemas in Russia today of which about 25,000 use 16mm film, and their seven-year plan . . . calls for the total number to reach 120,000 by 1965. The setup is a raw stock manufacturer's dream.

"Unfortunately, for the Western manufacturers this is all supplied from factories within the Iron Curtain, although they have recently purchased a small amount of Eastman color positive and negative, largely for comparison purposes. I would guess that our sales of motion pictures, television sets or programs, raw stock of anything else will be on only a token basis for many years to come."

Russians Like 70mm

Russia engineers, commented Curtis, are much interested in 70mm film, and are convinced 70mm Sovcolor has a sparkling future. Curtis found television there unimpressive.

"The motion picture is still preeminent on the screens of the world," he said. "So far I do not believe the producers of TV have given the same attention to the possible international appeal of their material as the motion picture producers have long been accustomed to do. I am confident this Society will fully measure up to the challenge of the space age."

Curtis' speech was preceded by an introduction by SMPTE president Dr. Norwood L. Simmons, who urged the Society's members to broaden the base of their knowledge by incorporating new techniques, such as video tape, into their operating know-how.

He cited a recent resolution passed in the U.S. Senate which spurred "all interested agencies of the Federal Government to participate actively to the greatest practicable extent in the Fifth International Congress on High-Speed Photography to be held in D.C. in October 1960 under the sponsorship of the SMPTE."

Lauded by Simmons

Simmons listed Curtis' record of service as a combat pilot in World War I, and chief of the U.S. Strategic Air Force in Europe during World War II. In addition, Curtis served as President Eisenhower's special aid on aviation facilities planning in 1956. Major General Curtis awarded the Collier Trophy of the National Aeronautics Society, and the prize was personally presented by the President. Hence, Simmons said, the keynoter was well qualified to talk on both space and motion pictures.

A partial listing of the Society's 1960-61 officers and sectional governors was read to the gathering before the main event.

EKC Film for Commercial Producers Offers High-Speed Material for Color

A new, high-speed color motion picture film described as enabling commercial producers to obtain color footage under previously impossible lighting conditions has been announced by Eastman Kodak Company. It was demonstrated yesterday at the convention of the Society of Motion Picture & Television Engineers in the Statler-Hilton Hotel here.

Eastman Color Reversal Film, Daylight Type, So-260, has a normal exposure rating of 160—comparable to the fastest black-and-white cine films now made. A companion, tungsten-balanced film, Eastman Color Reversal Film, Type B, SO-270, has a normal index of 125.

The new film is said to combine exceptional speed with adequate sharpness, moderate grain pattern and excellent color reproduction. These characteristics permit photography under a wide variety of natural and artificial lighting conditions which have proved previously unsuitable, it was explained.

High Speed Advantageous

As an example of what the higher speed of the new tungsten-balanced SO-270 film means in terms of exposure under low light levels: at a shutter speed of 1/50 second at 24 frames per second sound speed with a lens aperture of f/1.4, the new film may be exposed at the normal 125 rating with only 18 foot-candles of incident illumination.

Commercial motion picture producers are expected to find the film particularly valuable when photographing fast-moving objects or interior scenes, such as broad orientation shots, which formerly posed lighting problems. It is expected that such footage on Eastman Color Reversal Film will be inter-cut with scenes exposed on slower, finer-grainer films with optimum quality, such as Ektachrome Commercial Film, Type 7255.

In addition to the films' value in research and testing programs conducted in the nation's missile and aircraft industries, the new films are expected to be useful in a broad range of scientific, industrial and engineering photo-recording applications, sports analysis, television color newsreel coverage, and medical research.

Availability Oct. 12

The new films will be available in limited supply beginning Oct. 12 and in full supply early next year. Processing service will be offered by Kodak in Rochester, New York, and Hollywood, California, beginning October 5. Processing service may also be provided by other than Kodak laboratories or the film may be processed by the individual user if desired. Duplicate color prints can be made on any conventional print film.

Eastman Color Reversal Film, Daylight Type, SO-260, the Eastman Color Reversal Film, Type B, SO-270, will be available in 16mm and 35mm sizes. The films may be purchased from the W. J. German Company (Fort Lee, New Jersey; Chicago, and Hollywood) agents for Eastman professional motion picture films. The same films will be available through Kodak dealers under the names Kodak Color Reversal Film, Daylight Type, SO-260, and Type B, SO-270.

Tent 35 Annual Election Will Be Held Oct. 19

The annual election of canvassmen of Tent 35, New York Variety Club, will be held at Allied Theatre Owners of New Jersey offices here on Oct. 19. Nominated for canvassmen are Charles Alicoate, Harry Brandt, John P. Byrne, Irving Dollinger, Walter Framer, Jack H. Hoffberg, Jack Levin, Jerome Pickman, Morris Sanders, Charles Smakwitz and George Waldman.

Additional nominations may be petitioned on the signatures of 10 members in good standing.

oordination . . . Keynote to Paramount's All-Out "Career" Promotion!

America gets the message about "Career" from every direction and—for the first time in the industry—every message ties tightly together with every other one . . . for maximum boxoffice impact!

Record Magazine Budget—PARAMOUNT'S MOST EXPENSIVE NATIONAL MAGAZINE CAMPAIGN IN OVER 4 YEARS! Full page ads in LIFE, LOOK, PHOTOPLAY, MODERN SCREEN, REDBOOK, SCREEN STORIES, SEVENTEEN, MOTION PICTURE, MOVIELAND & TV TIME, COSMOPOLITAN, MOVIE LIFE, MOVIE STARS PARADE, McCALL'S, SCREEN STARS, SCREENLAND, MOVIE MIRROR, TV MOVIE SCREEN! A MINIMUM OF 120 MILLION READERS OR 91.3% OF THE AMERICAN PUBLIC OVER AGE 10! ALL OF THIS TO BE REINFORCED BY DIFFERENT, SPECIAL

adio–TV Spots and Selling Material—carrying through the message set in the magazines . . . that "CAREER" presents four of today's most exciting stars in four of the most provocative roles ever created, all combining to bring alive a modern, electric, harshly real drama of young people today! And, in addition to the spots, a WONDERFUL TITLE SONG—"(Love Is A) CAREER"—RECORDED BY DEAN MARTIN for Capitol Records and slated for heavy disc jockey plugging! Carrying all this to yet another medium, Paramount is especially proud of an

xceptional Trailer and Teaser Trailers that will pound home to your own audience in your own theatre the power and immediacy of "CAREER"! Each trailer has been personally supervised by producer Hal Wallis, guaranteeing the strongest selling possible. Then, to amplify this "right-around-home" activity, the most

xtensive Local Promotion In All Media—above and beyond even the top penetration expenditures of the past! Including a newspaper and posting campaign designed to remind your audience of the image that the magazines and TV have established nationally!

einforced by Imaginative, Believable Publicity on a scale rarely even attempted! Career Girl fashion tieups in the department stores . . . tremendous numbers of invitational screenings for opinion-makers and TV personalities . . . telephone interviews for drama editors . . . spectacular series of regional premieres . . . big editorial coverage in the leading mass circulation magazines! ***(And here's what we're going to tell 'em . . . !)***

PLEASE

WarnerProfit

(*Continued from page 1*)

dominant position in the entertainment world.

Having recently returned from a business trip to Europe with executive vice-president Benjamin Kalmenson, Warner expressed enthusiastic satisfaction with all phases of the company's overseas and domestic operations.

"Everything is on the upsurge throughout Warner Bros. world-wide organization," he said. "In fact, we are shouting the good news about our company from the house tops, because in a very short space of time we have risen to the top of the motion picture industry, and it appears we will outrank every other company in net income for the year ending August 31."

Many Advances in TV

Warner was elected president of the company three years ago. Under his leadership, the company made notable progress in production of television as well as theatrical motion pictures, developed a recording company and expanded its operations abroad. Discovery and grooming of new talent also has been encouraged. In the three years, the TV film production grew from a single one-hour show to eight hours of weekly network entertainment.

Stating that "the health of Warner Bros. has never been better," Warner attributed this to the teamwork developed throughout the world-wide organization.

"It is indeed gratifying," he said, "to have achieved this kind of enthusiastic, positive progress when so many people in our business have adopted a negative attitude—have, in fact, become prophets of doom."

Tells of British Deal

Commenting upon his recent European trip, Warner said, "While in London, Mr. Kalmenson and I worked out a deal with Associated British Pictures Company and Warner Bros. Pictures Ltd., to merge the distribution organizations of Warners and ABPC into a new company to be known as Warner-Pathe. It is a progressive step in distribution, besides being an effective method of reducing the cost of selling our pictures. The combined Warner-Pathe distributing organization will continue UK distribution of Allied Artists product in addition to Warner Bros. and ABPC pictures. Warner Bros. owns 37½ per cent interest in ABPC operating more than 400 cinemas in Great Britain, as well as three television nets and several motion picture and television studios, all of which have proven highly profitable."

musifex co
45 w. 45 st. n.y.c.
dramatic jazz background music
ci-6-4061-2

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FOR the sixth straight year, NBC-TV will televise Saturday and Sunday professional basketball games, the first of a 49-game sked to originate in Kansas City, Mo. next Sunday and will feature the Philadelphia Warriors vs. the St. Louis Hawks. . . . Mine Host Tony Lantzounis of Neptune's Corner opposite Radio City in Gotham plans to decorate one wall with a "studio set in action" mural to make his numerous TV and radio patrons feel "to hum." . . . With a foreward by Louis Nizer and with acknowledged aid by former Hollywood scripter Lew Lipton, Harry Hershfield's new tome, "Laugh Louder, Live Longer," just published by Grayson is just what the doctor ordered. Chock full of gags, anecdotes, witty observations and home-spun philosophy, "Mister New York's" latest literary effort belongs not on your bookshelf but smack dab on your reading table. . . . After a decade of retirement from Broadway during which he became one of Britains most popular cinema stars Arthur "The Street Singer" Tracy will return to the airwaves. "And please," sez Arthur, 'No rock N roll songs, just real, melodic ballads." . . . Next Tuesday's TVersion of "The Jazz Singer," which will be NBColorcast for Lincoln-Mercury at 9:30 P.M. will create added sentiment to the nostalgia program. Both Jerry Lewis, who'll re-create the Al Jolson role and Molly Picon, who'll play his "mother," appeared on the same bill 20 years ago the week when the Loew's State Theatre in New York dropped vaudeville for a straight picture sked. . . . Screen Gems' filmed adventure series under the big top, starts its third year as the "NBCircus Boy," next Saturday (11:30 A.M.) Sponsored by Miles Laboratories, the tales of the sawdust ring co-stars Mickey Braddock, Noah Beery, Robert Lowery and Guinn (Big Boy) Williams. . . .

☆ ☆ ☆



Anthony Termini

The amazing clarity and spontaneity of the hour-long telecast recently over Channel 13 when the new Vic Tanny Gym in Brooklyn was opened, was due to the energy and "know-how" of Prexy Anthony Termini, who personally supervised Termini Video Tape Services Mobile unit activities. Tony's "Shoot and view" slogan was put to the test, came thru with flying colors and more than ever demonstrates telecasting's new dimention. . . . Ford Startime's NBComedy skedded for Tuesday, November 3 (9:30-10:30 P.M.) will be "The Dean Martin Show," with Frank Sinatra and Mickey Rooney, guests. The American TV debut of Sir Alec Guinness in "The Wicked Scheme of Jebal Deeks," originally set by Hubbell Robinson Productions for this date was moved up to the following week. . . . Jimmy Dean, whose current Columbia platter of "Stay A Little Longer," is making some noise with the deejay gentry, heads for the coast Sunday where he'll guestrill on "The Dinah Shore-NBChevvy" show on the 18th. . . . Sotto Voce to Irv Mansfield: Get a load of a new lad, Frankie Scott, for your "Dick Clark's World of Talent" program. Frankie's looks and ditty-dallying propensities stamp him one of the brighties young prospects to hit the main stem in years.

John Craig to Lecture On Adventure Films

From THE DAILY Bureau

HOLLYWOOD, Oct. 5.—John D. Craig, producer-writer-director of California National Productions' documentary TV series, "Danger Is My Business," is planning a cross-country lecture tour during which he will address various organizations on the subject "Adventure Motion Picture Productions." He will also be available for TV, radio and press interviews.

The Craig itinerary starts Monday in Toledo and will also include Chicago, Milwaukee, New York, Pittsburgh, Denver, Cedar Rapids, Ia., Lima, O., Omaha and East Lansing, Mich.

New TOA Members in California, Maryland

Sherrill C. Corwin of Los Angeles, Calif., and T. T. Vogel of Baltimore, Md., have enrolled theatres in the Theatre Owners of America, TOA's New York headquarters disclosed yesterday.

Registered 2 Houses

Corwin registered membership for the Lompoc Theatre and the Valley Drive-In, both of Lompoc, Calif., and both operated by Integrated Industres, Inc., of Los Angeles. Vogel enrolled his Bengies Drive-In of Baltimore, in both national TOA and its regional unit, the Maryland Theatre Owners Association.

NSS Birthday

(*Continued from page 1*)

a special contest offering cash prizes to theatre men for the best entries highlighting the importance of trailers to the theatre operation.

The six-week contest will start on Oct. 15 and tie in with the National Screen Service 40th anniversary celebration, which has as its focal theme a "Once-in-a-Lifetime Tribute to Trailers."

The contest is open only to motion picture exhibitors, theatre managers and assistant managers. First prize will be $1,000; second prize $800; third $600; fourth prize $400 and fifth prize $200.

No Entry Blank

There is no official contest entry blank. Only qualification is that the entry must focus attention on the importance of the trailer to theatre attendance. In may be a statement of any length, a photo, a drawing or cartoon, an exploitation stunt, an idea, a newspaper item or any other material or combination of the above. All entries are to be forwarded to Trailer Contest, National Screen Service, 1600 Broadway, New York 19, N. Y., and must be postmarked no later than Nov. 27, 1959.

"We know that many theatre men are currently engaged in various activities which will serve to dramatize the value of the trailer. The contest will undoubtedly serve to implement that activity. That is why we are permitting showmen contestants the widest latitude to run the gamut of creativity and imagination in submitting contest entries," Robbins stated.

Modern NSS Displays For Year-End Holidays

Modern concepts in theatre decor and display to appeal to today's theatre public are being advocated for the coming Christmas season by Burton E. Robbins, vice-president in charge of sales of national Screen Service, which is offering a completely new concept in holiday greeting accessories to take advantage of trends in popular appeal.

New NSS Salesman

CLEVELAND, Oct. 5.—Nat Barach, National Screen Service branch manager, announced the appointment of Justin Spiegle as salesman covering the northern Ohio territory. Spiegle, a veteran in the film industry, was formerly in the sales department of Republic Pictures and more recently, Imperial Pictures. He reported for duty today, succeeding Irving Marcus, who was promoted to manager of the NSS exchange in Pittsburgh.

C and G film effects, inc.
HUGO A. CASOLARO MARTIN GOTTLIEB
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

Johnston View

(*Continued from page* 1)

gress of Exhibitors in an effort to make up the difference and assure the telecast.

For the 1961 event, said Johnston, the Academy Awards telecast will be thrown open to bids from all networks, regardless of industry sponsorship.

Philosophizing on the Production Code, Johnston said a few years ago everyone was complaining about the Code's prevention of adult entertainment, "now we get complaints about too many films designed for 'adults only.' The code hasn't changed much, its the subject material."

'Adults Only' Being Studied

Discussions are now being held with all religious and other groups, including all womens' clubs (none yet with exhibitors) exploring the problem of "adults only" pictures, said Johnston who viewed dangers of eliciting state and federal laws for censorship, "inviting the very thing we are against." He called attention to the fact bulk of criticism is aimed at films that do not get the code seal, most of these being foreign imports.

Johnston reported 760 foreign films imported to United States last year, most of which received no distributor interest. Of the 288 films which received code seals last year 60 were granted to foreign films.

"Personally I am opposed to all forms of censorship for the various entertainment media. It's the abuses of the code which poses the problem. But they do have a way of adjusting themselves," Johnston opined.

He cited conditions in foreign countries where theatres are likely to lose their licenses if children are admitted to see films classified as "adults only." He spoke of the present French government's concern over exports of films which would give the world a wrong impression of France.

Outside-U.S. Gross Large

Johnston reported the industry received $330,000,000 gross from films shown outside of United States, with $220,000,000 net.

The box office abroad in most instances is very good, with exception of England and Australia which is down due to TV; "those countries will go through same cycle as United States and will settle down to same pattern as we did," Johnston added.

Reflecting again on "adults only" problem, Johnston stated that some of our largest grosses are earned by films for the family trade as "Around The World in 80 Days," "The Bridge on the River Kwai," "Shaggy Dog," "The Ten Commandments" and, he forecast, "Ben-Hur."

"People like diversification and the industry should make all kinds of pictures," he added.

Reporting also on the conclusion of the exchange deal with Russia, Johnston said Nov. 10 will see the opening of Russia's "The Cranes Are Flying" in Washington, which will be distributed by Warners. Hecht-Hill-Lancaster's "Marty" will be shown in Moscow on the same date. Both films will be translated and dubbed by the respective countries where the film will be shown, and will be subject to the State Department's final approval. Russia's second film, of the seven selected by Johnston from 50 submitted to him for screening in Russia, will be "Circus Artists," which will be released by Paramount in December. Russia selected 10 of the 150 films offered for showing in the U.S.S.R.

From here in, Johnston said, deals will be made by individual companies, with the final print approved for American films being delegated possibly to USIA for the State Department.

Johnston, who leaves here Wednesday for the East, said he doesn't believe the American people will be taken in by any blatant propaganda that may be recognized in Russian films.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

REVIEW:

"4D Man"

U-I

HOLLYWOOD, Oct. 5

BASED ON THE IDEA by its producer, Jack H. Harris, that science may progress to a point that will enable man to pass through solid matter, this newest entry among the science-fiction-horror films emerges as an intriguing, suspenseful drama.

The dimension of time is brought into focus as Robert Lansing, portraying a famous scientist, following through on an electronic experiment started by his brother, James Congdon, discovers his brain cells activated beyond his years, enabling him to pass his hand through solid objects.

Lansing, distressed by the knowledge that his fiance, Lee Meriwether, is much more attracted to his brother; and enraged by the discovery that Robert Strauss, his trusted assistant, has stolen information on his secret experiment for a bargaining position with the self-centered head of the laboratory where he is employed, decides to put his new mystical powers to use.

Lansing finds it easy to rob a bank, but discovers also the need for robbing humans of their "life force" in order to sustain the rapidly consuming need for his own. Each of his victims, affected by his penetrating touch, dies immediately of old age.

Lansing, whose crimes create havoc in the town where police have been unable to capture him, meets his unhappy end in the research laboratory. Finding a moment alone with Miss Meriwether, he pleads his love for her. In a moment when he attempts to kiss her, Miss Meriwether shoots him. The unusual finish has him mustering enough power to penetrate and bury himself in a thick laboratory wall.

Lansing's performance is highly impressive. Irwin Shortess Yeaworth, Jr.'s, direction is likewise notable for the well-written screenplay drafted by Theodore Simonson and Cy Chermak.

Good box office returns can be earned on this one with a deserving advertising campaign to back up the title.

Running time, 85 minutes. General classification. Release, in October.

SAMUEL D. BERNS

Lesser, Freeman Join In Production Firm

From THE DAILY Bureau

HOLLYWOOD, Oct. 5. — Formation of Lesser-Freeman Productions marks the return of veteran showman Sol Lesser to production, in both motion picture and the television fields. Two feature films, James Hall's "Lost Island" and Gene Fowler's "Illusion in Java," are now in preparation.

Lesser is president, and Norman Freeman, vice-president of new firm.

UA Meetings

(*Continued from page* 1)

the company's films to be released over the next six months.

UA division managers participating in the conferences are Milton Cohen, Eastern and Canadian Division manager; Sidney Cooper, Central and Southern Division manager, and Al Fitter, Western Division manager. District managers attending include, Ralph Clark, Western District; Fenton J. Lee, Midwest District; James Hendel, Central District; William Hames, Southern District; Gene Tunick, Eastern District, and Charles S. Chaplin, Canadian District. Harry Golden, Chicago Branch manager, and Bud Ederle, New York Branch manager, will also attend.

Says U. S. Biggest Mart For Gevaert Materials

The United States represents the largest single market for photo-sensitized materials produced by Gevaert, Dr. Albert Beken, director and general commercial manager of Gevaert Photo-Producten, N.V., of Antwerp, Belgium, said here yesterday.

Dr. Beken is in the U.S. on one of his periodic business trips as head of wordwide sales for Gevaert. During his three-week stay he will visit the various branch offices of the company.

Perakos Elected

(*Continued from page* 1)

ten, general manager, E. M. Loew's Norwich-New London Drive-In, Montville, vice-president; William Sirica, partner, Watertown Drive-In, Watertown, treasurer; Charles M. Lane, New Haven Drive-In, North Haven, and Summit Drive-In, Branford, secretary; board of directors, Perakos, Sirica, Sam Rosen, Lockwood & Gordon Enterprises; Franklin Ferguson, independent film buyer-booker; Ernest A. Dorau, Affiliated Theatres, Inc.; Sam Hadelman, Bowl Drive-In West Haven, and Bernie Menschell, Manchester Drive-In, Bolton Notch, and Pike Drive-In, Newington.

FOR QUALITY AND SERVICE

35mm and 16mm Negative and Reversal Developing

Black and White and Color Printing

CUTTING ROOMS

CRITERION FILM LABS, INC.
33 W. 60th St., N. Y. 23, N. Y.
CO 5-2180

Goldwyn Here

(*Continued from page* 1)

in a fall at his Beverly Hills home. The condition became acute last week while the producer was in Cincinnati for the premiere of "Porgy and Bess."

As a result of the surgery, Goldwyn's scheduled visits to additional premieres in Detroit, Philadelphia and Washington have been cancelled.

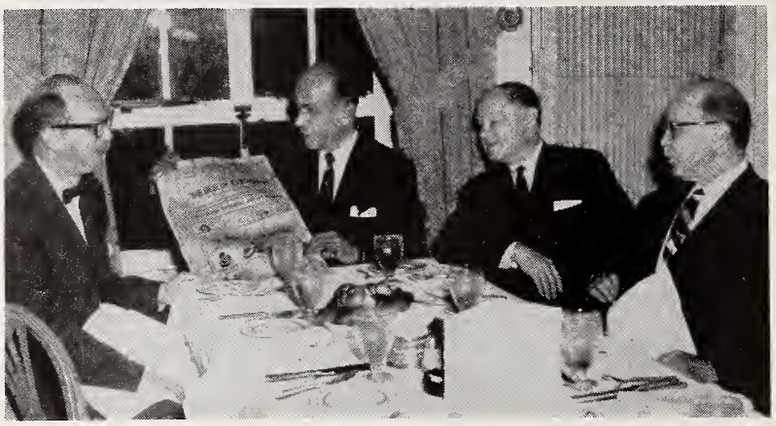
Statement from Hospital

Statement from the hospital follows: "Samuel Goldwyn was admitted to the Columbia-Presbyterian Medical Center on Sunday, Oct. 4, for an operation on his knee. A few months ago he twisted his knee while playing croquet. The injury did not respond to conservative treatment but became steadily worse, finally requiring the use of a wheelchair. The removal of the damaged cartilage should restore his knee to perfect function. The convalescence from this operation requires several weeks in the hospital. His general health is excellent."

Bonded Subsidiaries Readied for Integration

Organization of Bonded Services, Division of Industrial Enterprises, Inc., is being streamlined in order to consolidate the various service functions of the film service operation, Chester M. Ross, president of the division, announced here.

Existing personnel have been promoted and assigned new duties as part of the consolidation and integration into Industrial Enterprises, Ross said.



At press luncheon, l. to r., Lawrence Goodman, vice-president of Stern's; Eddie Solomon, 20th-Fox exploitation manager; Harold Merahn, vice-president of Gertz, and Sam Cuff, Allied Stores promotion director, discuss metropolitan area department stores' tie-ins with "Best of Everything."

Push Promotion-in-Depth

(*Continued from page* 1)

perfunctory. For 'Best of Everything' we believe we have come up with something special. And," he emphasized, "this is all part of a continuing effort for all Fox films."

To illustrate what the 20th-Fox-Allied Stores tie-up means on a national level, Solomon asked Lawrence Goodman to tell what Stern's is doing on the local level. The latter, who pointed out that such tie-ups are not new and usually based either on the merchandising of special products in connection with the film or on a vague, abstract tie-up with story or background, declared that the "Best" tie-up is going on three levels; the title, which is a "natural" line for the promotion of all sorts of products; in connection with Stern's "Career Club," the members of which are young New York business women; and in connection with the current National Business Women's Week.

Heavy Space for Stern's

To promote the film "Best of Everything" as well as the slogan, Stern's has taken full-page ads in most of the New York dailies to salute business women in general, its Career Club in particular, and to invite career girls to a big "open house" held at the store last night. In addition, Stern's has devoted four window displays to the film, and integrated the slogan into all areas of the store. "It is interesting to note," he said, "that the only actual merchandising tie-in with the picture is a dress worn by Joan Crawford in the film, a copy of which we are selling."

Solomon added that this store-wide promotion on the part of Sterns will be continuing throughout the run of the film at the Paramount and Normandie theatres in New York.

Harold Merahn told of similar efforts being undertaken by Gertz in the Long Island area, pointing out that it is unique in that Gertz is thus tied-in to the engagement of a film playing in Manhattan, whereas Gertz tie-ins previously have been on a local Long Island level.

Stores' 'Coverage' Extensive

Sam Cuff, speaking for Allied Stores as a whole, reported that of the 86 stores in the Allied group, at least 60 in every area of the country are participating in the "Best" promotion. "Allied stores are autonomous," he said, "but the title and presentation of this campaign have been so attractive that about the only turn-downs we've had from stores in small areas where the film will not be booked in time for what its actually a national promotion."

The tie-up means "tremendous exposure" for the film, Cuff said. Approximately 36,000,000 people pass the windows of Allied stores every week, in addition to the six or seven million people who go inside the stores. Also, he said, newspaper ads and promotion in off-the-amusement page areas are seen by approximately 22,250,000 readers in Allied Stores areas.



Big Drive Is Slated on Super Technirama-70

A full-scale promotion campaign for Super Technirama-70, the new large-screen process used for Edward Small's "Solomon and Sheba," will be launched this week by United Artists, it was announced yesterday by Roger H. Lewis, UA's vice-president in charge of advertising, publicity and exploitation.

The campaign will be spearheaded nationally by a series of newspaper advertisements keyed to the picture's openings in major cities, the nationwide posting of 24-sheets and 1-sheets and establishment of theatre lobby displays, all stressing Super Technirama-70. Local radio spots and promotions also are plugging the new process.

Screenings Planned

A series of demonstration screenings to add visual impact to the campaign are being scheduled for key exhibitors, critics, editors and other groups concerned with the motion picture medium.

The lens system for Super Technirama-70 was designed by Professor Dr. A. Bouwers of N.V. Optische Industrie de "Oude Delft." It was developed by Technicolor Corporation, under the supervision of Dr. Herbert T. Kalmus, president.

'Pillow Talk' Bows in Two Theatres Tonight

With the stars of the picture heading the large group of personalities scheduled to participate in the ceremonies, "Pillow Talk," Universal-International film, will have its two theatre world premiere at the RKO Palace and the newly - rebuilt Murray Hill Theatres here tonight.

"Pillow Talk" stars Rock Hudson, Doris Day, Tony Randall and Thelma Ritter and features Julia Meade and Mary McCarthy, all of whom with the exception of Miss Day, will participate in the ceremonies at the RKO Palace. The Murray Hill Theatre opening is a benefit for the United Nations International Children's School and a large group of civic leaders and UN dignitaries are scheduled to attend.

'Samson' Sets Record

Cecil B. DeMille's "Samson and Delilah," backed by an all-new promotional campaign, set a two-year attendance record on the Loew's metropolitan New York circuit for the five days ending Sunday. The Paramount release played to 411,630 admissions in Loew's houses, for a Wednesday through Sunday gross of $300,223.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 69 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 7, 1959 TEN CENTS

Bulletin Issued

ITOO Praises ACE; Would Continue Talks

Sees Possibility of Great Benefit to All Exhibitors

Special to THE DAILY

COLUMBUS, Oct. 6.—Independent Theatre Owners of Ohio is in favor of continued meetings of the American Congress of Exhibitors in the belief that they may produce some measures for the betterment of all exhibitors.

A current membership bulletin of the organization signed by Marshall H. Fine, acting president, says that the easiest thing ACE leaders could do in the face of the criticism leveled at them in recent weeks from certain quarters would be "to give up and walk away from further attempts at progress."

That they have not done so, he adds, "is a highly encouraging note for our industry."

"What is important," Fine says, "is

(*Continued on page* 5)

Legion of Decency Praises U.N. Film

The National Legion of Decency announced that it has placed the Louis de Rochemont Associates release, "Power Among Men," the first feature-length motion picture produced by the Unied Nations, in its A-1 classification (Morally Unobjectionable for General Patronage). At the same time the Legion praised the

(*Continued on page* 4)

RKO Theatres Slates Meet on Merchandising

RKO Theatre managers, division managers and publicists in the Greater New York, Westchester and New Jersey areas will gather in the Tropical Room of the Park Sheraton Hotel tomorrow to attend a special merchandising meeting called by Harry

(*Continued on page* 5)

TELEVISION TODAY—page 4

TOA Report Shows 229 Films for '59; Prospects for '60 Seen About Same

Based on recently reported feature releases for the final quarter of 1959, the total for the year from 10 national distribution companies will be 229 features, or a 25 per cent decrease from last year's, 299, Theatre Owners of America informs its members in its October Bulletin.

The companies included in the report and their total indicated releases for the year are: Allied Artists, 18; American International, 17; Buena Vista, 6; Columbia, 37; MGM, 24; Paramount, 19; 20th Century-Fox, 33;

(*Continued on page* 2)

'Best' Is Slogan for Big Local Tie-Ins

Twentieth Century-Fox is lending the title of its film "The Best of Everything" for use as a slogan by manufacturers, merchandisers, stores, and other outlets in an extensive local-level cooperative campaign. The program is being coordinated by Fox regional advertising and publicity managers.

"The Best of Everything" has been the official title for New York City's famous "Hudson Celebration" all sum-

(*Continued on page* 4)

Pay-TV Equipment Deal For Telemeter, Jerrold

International Telemeter Corp., division of Paramount Pictures, and Jerrold Electronics Corp., Philadelphia, have entered into an agreement for the manufacture of distribution equipment and installation of distribution systems for Telemeter closed-circuit pay-TV. Announcement of the deal was made jointly yesterday by

(*Continued on page* 4)

Allendorf Is Kodak Sales Promotion Head

Special to THE DAILY

ROCHESTER, N. Y., Oct. 6.—Joseph R. Allendorf has been appointed director of sales promotion for the Eastman Kodak Company, it was announced today by James E. McGhee, vice-president in charge of U.S. sales

(*Continued on page* 5)

Small, Saville Team To Make 3 for U.A.

Edward Small and Victor Saville have formed a joint production organization to produce three important top-budgeted pictures for United Artists release, it was announced yesterday by the distribution company.

The trio of properties are "Dear

(*Continued on page* 4)

REVIEW:

A Summer Place

Warner Bros.

YOUNG LOVE, played in counterpoint against the mistakes and the ultimate love of parents, is the theme of this elaborately produced, strongly cast, and heavily promoted Warner production. Delmer Daves has written a closely knit screenplay from the best-selling Sloan Wilson novel and produced and directed it with a fine eye for the ultimate audience reaction and a delicate hand for the subject matter.

It is a pre-sold property, the popular novel, serialized in "McCall's," having caused considerable talk as well as having had a wide sale. To that basic asset Warners has added a shrewdly chosen cast headed by Sandra Dee and Troy Donahue who is being launched with this picture on a star building career, and filled out with the capable Dorothy McGuire, Richard Egan, Arthur Kennedy and Constance Ford.

The "summer place" of the title is an exclusive island resort off the

(*Continued on page* 5)

Next Winter

Strong Drive On Wage Law Slated by TOA

Seeks Theatre Exemption In Bill Felt Sure to Pass

Theatre Owners of America will conduct a "serious campaign" next winter in an endeavor to have theatres exempted from the new wages and hours law amendment which it feels Congress is almost certain to pass in an election year.

In a bulletin to its members, TOA urges them to contact their Congressmen and Senators while they are at home during the next few months and present the theatres' story to them on the injurious effects that Federal wage and hour regulations would have on theatre operations with its part-time and off-hours workers.

The TOA bulletin notes that during the last session, Congress failed to get around to action on the "stiff Wages and Hours Law amendment which proposed a $1 per hour minimum for all theatre employes. However, with

(*Continued on page* 2)

Try Conciliation, TOA Again Urges Exhibitors

Another strong recommendation to exhibitors to make the fullest possible use of conciliation is contained in the October membership bulletin of Theatre Owners of America, released yesterday.

TOA president George Kerasotes previously had urged exhibitors to avail themselves of the revived industry conciliation process for problems

(*Continued on page* 5)

'Career' Bows Tonight At State Theatre Here

"Career," Hal Wallis' film for Paramount, will have its world premiere tonight at the Loew's State Theatre here. A gala, black-tie affair is scheduled, with hundreds of notables from the motion picture industry, society, stage, radio and TV in attendance.

Among the many industry figures

(*Continued on page* 4)

PERSONAL MENTION

MORTON NATHANSON, United Artists director of international advertising and publicity, will return to New York on Saturday from Europe, and will leave here shortly thereafter for the Far East and Australia.

•

MARTIN SWEENY, executive vice-president of the Todd-AO Corp., has returned to New York from Denver, Kansas City and the Coast.

•

ROBERT LYNCH, former M-G-M branch manager in Philadelphia before his retirement several years ago, will leave here shortly with MRS. LYNCH for Europe and North Africa.

•

JACK WRATHER, producer, and MRS. WRATHER, who is actress BONITA GRANVILLE, will leave here today aboard the "Queen Elizabeth" for Europe.

•

HUGH OWEN, Paramount vice-president and Eastern sales manager, will return to New York today from Washington.

•

MO ROTHMAN, United Artists foreign department executive, and ALFRED KATZ, foreign division manager, have returned to New York from Central and South America.

•

DIMITRI TIOMKIN, music composer and director, left New York yesterday for Italy.

•

KAREN THOMAS, daughter of JOHN THOMAS, Paramount salesman in Denver, was married at St. Francis de Sales Church there to RUDOLPH PHANNENSTEIL.

•

HARRY BELAFONTE has returned to New York aboard the "Queen Elizabeth" from a one-month European tour on behalf of his Harbel Production, "Odds Against Tomorrow."

Att: ALL THEATRES
...it's SCREEN TIME!
NATIONAL SCREEN'S BIG NEW PROMOTIONAL BUSINESS BUILDER
Your copy available at your NATIONAL SCREEN EXCHANGE

TOA to Oppose Wage Law

(Continued from page 1)

the new Labor Act now adopted and out of the way, and 1960 being an election year, it is almost certain that Congress will pass new minimum wage legislation next session. Our only hope in 1960 is that we can have the theatres exempt from coverage of the bill. You can help us lay the groundwork for what will be a serious campaign this winter by seeing your legislators now."

Seeks Harris Bill Passage

TOA says it will work also for passage of the Harris Bill, which would require the Federal Communications Commission to assume jurisdiction over cable-TV and limit tests of the system to the same restrictions as broadcast toll-TV. Hearings on the bill should be held when Congress reconvenes, the bulletin says. It adds that under existing FCC restrictions, over-the-air toll TV "should be no problem for the next three years at least."

TOA reports it has been unable to make progress with its drive to eliminate advance showings of new films to civilians in Army-Air Force theatres in competition with commercial theatres. It states that "The Pentagon has not cooperated in any way, nor changed its adamant stand in replying to Congressmen who have interceded in our behalf. The Pentagon has offered no solution or assistance in easing the unfair competition. . . . They still insist on playing pictures in the same manner as before and demand the distributors deliver from 85 to 100 prints of every picture in advance of commercial theatres' playoffs, for the military's exclusive use. They refuse to book at the local level from local exchanges as all commercial theatres do."

Pleas to Congressmen Urged

TOA members are urged to "tell your Congressmen of our problems during the Congressional recess. TOA," it adds, "will continue its efforts unabated."

The bulletin also suggests that exhibitors who have written their Congressional representatives asking their help during the last session, "to write your Congressman once more — this time to thank him for his efforts in your behalf during the past term and expressing the hope that your relationship will continue during the next session."

Full-Page Ads in 18 Countries for 'Beach'

United Artists will run full-page ads in leading publications in 18 major markets of the world to herald the six-continent, simultaneous global premiere of Stanley Kramer's "On The Beach" on December 17, it was announced by Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation.

Lewis stated that the schedule of ads, designed to focus international attention on the U.A. release, will penetrate readership as many as 300,000,000 potential movie-goers. He revealed that a total of 30 publications in 18 countries where the film has been booked for the world premiere would carry the full-page announcement ad.

Under a headline reading "The Biggest Motion Picture Event of Our Time," the insertion announces the 18 premiere cities and features photographs of the stars as well as text and credits for Kramer's production.

To Sponsor 'Beach'

The American Academy of Dramatic Arts, in celebration of its 75th Anniversary, will sponsor the New York premiere of Stanley Kramer's "On the Beach" at the Astor Theatre on Dec. 17, with all proceeds going to the Academy.

TOA's Report

(Continued from page 1)

United Artists, 39; Universal, 17; Warner Bros., 19.

The TOA figures represent a decrease in the feature releases of every company this year, compared to 1958. The largest numerical decreases were Universal, which released 34 a year ago, and Allied Artists, with 18 this year against 38 last. The Universal studio was closed for six months last year.

Prospects Seen Not Improved

From the production viewpoint, prospects for 1960 releases are no better, numerically, than heretofore, TOA reports. It says 140 pictures have been put before the cameras to date by the 10 companies, and 16 more are scheduled to roll by the end of the month, for a 10-month total of 156. The nine-month total—to Oct. 1—last year, was 162.

Three Increased Production

In the case of production this year, 20th Century-Fox, Columbia and Paramount are the only companies which have sent more pictures before the cameras this year than last. The other six companies have sent fewer, to date. Moreover, independent producers have put only 41 pictures into production this year, compared with 60 last year, according to the TOA report.

New Drive-In Has Ramps, Prices for Sports Cars

Special to THE DAILY

CHICAGO, Oct. 6. — The new 1,600-car Stickney, Ill., drive-in theatre near here is believed to be the first, in this area, at least, to be equipped with special ramps and speaker posts for the smaller imported sports cars and the new compact models now coming out of Detroit.

Price, too, is scaled according to size—$1 for each occupant of large-size cars; 75 cents for each occupant of the economy models.

Texas Drive-In Head Hits Product Shortage

Special to THE DAILY

DALLAS, Oct. 6. — Shortage of product continues to be exhibition's "real problem," Tim Ferguson, president of Texas Drive-In Theatre Owners Ass'n., asserts in a message being distributed to members.

"I think we have been and are being tranquilized, etherized and 'bourbonized' into a condition where the drive-in and small town theatre owner is told that everything is going to be alright if we go back to the old days," Ferguson says.

"All of this overlooks the simple law of economy—supply and demand. By producing less pictures, thus shortening the supply, the terms are higher, the playing time is longer and the availability is moved back. To say nothing of the small town, independent exhibitor who cannot obtain a print within a reasonable time after release date.

Asks Why 'Block-Booking'

"What logical incentive exists to the drive-in and independent theatre owner to revert back to block booking?

"While my remarks indicate opposition to going back to the days before the Government decrees, please let it be understood that I do not feel that the problems of our industry today can be solved by a negative approach. I know we must recognize the problems of the producers and their desire to have an insured return of their investment. We likewise recognize the problems that have arisen in the distribution of motion pictures, and on many occasions we tend to blame the distributors without finding fau with our own inept attitude.

"Even though we recognize these problems," Ferguson said, "in fairness to exhibition it must be said that there has been little recognition by production and distribution of the problems of keeping their customers, particularly subsequent run and small town customers, in business."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

THE MOST SENSATIONAL BOX-OFFICE REPORT YOU HAVE EVER READ:

Paramount's Saturation Release of AMON AND DELILAH surpasses every other regular-admission attraction of comparable play time!

NEW YORK METROPOLITAN AREA—96 THEATRES REPORT: "SAMSON IS THE NEW ALL-TIME BOXOFFICE KING!" LOEW'S, STANLEY WARNER, RKO, SKOURAS, BRANDT, CENTURY, RANDFORCE, FLORIN, LIGGETT, READE, UNITED PARAMOUNT, TRIANGLE, PRUDENTIAL, ISLAND, CINEMA, INTERBORO AND FABIAN CIRCUITS!

6-STATE MIDWEST AREA—87 THEATRES REPORT: "SAMSON IS THE BIGGEST SMASH EVER HANDLED!" FANCHON AND MARCO, NATIONAL THEATRES, FRISINA, DICKINSON, KERASOTES, ST. LOUIS AMUSEMENT, RODGERS, LOEW'S, PIRTLE.

AMON will do it for you too! Get with the greatest of them all! Get with Paramount's AMON!

Television Today

Pay-TV Deal

(*Continued from page 1*)

Louis A. Novins, president of Telemeter, and Milton J. Shapp, president of Jerrold.

Arrangements have also been made for continued joint engineering development in the field, the announcement disclosed.

Under terms of the agreement, Jerrold is authorized to manufacture electronic amplifiers and related distribution equipment, as well as to engineer and install Telemeter closed-circuit systems.

Announcement by Fitzgibbons

E. E. Fitzgibbons, president of Trans Canada Telemeter, a division of Famous Players Canadian Corporation, Ltd., announced in Canada that Jerrold, working jointly with Trans Canada's engineering staff and Canadian Bell Telephone Company, has designed and is supervising construction of the outside plant for the first Telemeter operation scheduled in West Toronto, Canada, as well as providing the basic distribution equipment.

ABC Creates Division Overseas; Coyle Heads

Formation of the ABC International Division, a new subsidiary of the American Broadcasting Company, was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc. It will be headed by Donald W. Coyle as ABC vice-president in charge of the international division, effective immediately, Boldenson also announced. Coyle, who has been vice-president and general sales manager of the television network for the past year, will report directly to Goldenson.

Statement by Goldenson

"The increasing expansion of our network and station activities in foreign countries has created the need for this new division," Mr. Goldenson said. "We already have interests in Televisors de Costa Rica and in The News Limited of Australia, which is the principal owner of station NWS-TV in Adelaide, and we plan to invest in other stations in other areas around the world."

Toured Australia

The recent five-week inspection tour of Australia and the Far East which he took with Oliver Treyz, president of the ABC Television Network, convinced him, Goldenson said, that there exists a tremendous untapped potential abroad for the growth of American television.

"It is safe to predict," he stated, "that there will soon be 50,000,000 television homes in the free world outside of this country and eventually as many as 100,000,000. They constitute an ever-increasing market for American programming, which we intend to go after. Additional revenue obtained from foreign markets can make possible heavier investments in the production budgets of future ABC-TV shows and make them even stronger qualitatively. Thus the American viewer as well as the viewer abroad will gain from our expansion in other parts of the world."

Who's Where

The appointment of Sig **Mickelson** as president of CBS News was announced by **Frank Stanton**, president of the Columbia Broadcasting System.

□

The appointment of **Wilbur M. Fromm** as manager of the new business and promotion department of NBC Spot Sales was announced by **Richard H. Close**, director of NBC Spot Sales.

□

Carl A. Russell has been named manager of regional sales of Independent Television Corporation, **Hardie Frieberg**, manager of syndicated sales, announced. Though working out of Chicago, Russell will handle regional sales for the entire country and report directly to Frieberg in New York.

□

Theodore Zaer, director of business affairs, NBC Radio Network, has been appointed manager of NBC TeleSales, effective immediately. He will report to **James G. Hergen**, director of TeleSales.

□

Hunt Stromberg, Jr. and **William Self** have been appointed to new executive positions in the program department of the CBS Television Network, Hollywood, it was announced by **Guy della Cioppa**, vice-president, programs, Hollywood. Stromberg assumes the position of director of programs, development, while Self becomes director of programs, administration.

□

Robert M. Barron has been named to the sales staff of Videotape Productions of New York, Inc. He formerly was senior assistant to the General Foods Broadcast Services director.

□

Allen Z. Hodshire has been elected vice-president of the Maxon, Inc., advertising agency of New York and Detroit, it was announced by **Lou Russell Maxon**, president.

Eastern Theatres Buys Denver, Col. Operation

Special to THE DAILY

NEWARK, N. J., Oct. 6.—Eastern Theatres, circuit with headquarters here, has acquired the Welton Theater, Denver, Colo., it has been announced by Sheldon Smerling, executive vice-president of Eastern, and Alfred G. Burger, president of Tele-Management Theatres.

The Welton, soon to be completely refurbished and renamed the Towne, is the third hardtop to come under the Eastern banner in the past nine months. When reopened as the Towne Theatre, the downtown show place will feature first-run films.

Herbert Howe, present manager of the Towne, will continue in this position under the new management. Sylvan Goldfinger of Chicago is associated with Eastern Theatres in the Towne acquisition.

'Career' to Bow

(*Continued from page 1*)

to attend the premiere will be Arthur B. Krim, Milton R. Rackmil, Spyros P. Skouras, Barney Balaban, Adolph Zukor, Louis A. Novins, Arnold Picker, Charles Einfeld, Benjamin Kalmenson, Alex Harrison, Irving H. Ludwig, Herbert L. Golden, Leo Jaffe, Murray Silverstone, Roger H. Lewis, Rube Jackter, Joseph H. Moskowitz and Richard Walsh.

Exhibitor Leaders to Attend

Heading a large contingent of exhibitors will be S. H. Fabian, Edward L. Hyman, Sid Markley, Harry Brandt, Leslie Schwartz, Sam Goodman, Max Cohen, Sam Rosen, Solomon Strausberg, Julius Joelson, J. E. Liggett, Seymour Florin. Leopold Friedman, Eugene Picker, John Murphy, Max Fellerman, Ilya Lopert, Gerald Shea, Joseph Seider, Donald Rugoff, Sam Rinzler, Emanuel Frisch, Sol Schwartz, Spyros S. Skouras, George Skouras, Ed Rowley, Wilbur Snaper, Richard Brandt, Irving Dollinger, Charles Smakowitz, Harry Kalmine, Sid Stern, Russell Downing, Robert C. Rothafel, and Charles Reagan.

Small, Saville

(*Continued from page 1*)

Spy," which Norman Krasna will write for the screen; "Green Gage Summer," with a screenplay by Howard Koch; and "The Mousetrap," Agatha Christie's hit play which is currently in its sixth season in London.

Parker on Para. Tour

Fess Parker, who stars in Paramount's "The Jayhawkers," will make a 10-city, cross-country personal appearance tour in connection with openings of the Panama-Frank production this month. Parker's itinerary is as follows: San Francisco, Oct. 14; Des Moines, 16; Oklahoma City, 17; Memphis, 19; Nashville, 21; Boston, 22; New Haven, 23; Pittsburgh, 24; Seattle, 28; and Milwaukee, 30. Other key cities may be added before the star leaves on the tour.

'Best' Slogan

(*Continued from page 1*)

mer long, tying-in with the city-wide promotion of the slogan.

Extending the nationwide promotion for the picture has been the CBS network broadcasting 24 hours a day, across the country, "see the 'Best of Everything' on CBS." The network has also taken full-page and double-truck advertising in leading newspapers in key cities, re-stating that its radio and television programs are the "Best."

20th's 21 regional ad-pub managers are currently engaged in promotions with leading merchants in key cities throughout the country. Top stores in each city, as well as gas stations, super markets, drug chains and a variety of additional merchandisers will be using the slogan "Come to——for the Best of Everything." In addition to these placards, each of the stores will carry posters calling attention to the picture's opening in its own area.

Cards for Distribution

The merchants have also been provided by 20th with cards specially designed to include the imprint of the local merchant and the best of everything slogan. These cards will be handed out by the merchants' representatives at busy intersections in each community.

Chambers of commerce, civic groups and other local organizations in certain areas are also taking advantage of the slogan. As in New York, cities are adopting the adage proclaiming that their town has "the best of everything." In each of these situations, the ad-pub managers are coordinating tie-ins with the organizations.

Legion of Decency

(*Continued from page 1*)

film, stating "this excellent feature-length documentary contains a message of profound relevance and importance for all peoples and is for this reason highly recommended."

Filmed in Eastman color in four regions of the world, "Power Among Men" is primarily concerned with the survival of the human race and the forces in the present world to build and destroy. Principal footage was photographed under the direction of Thorold Dickinson in Italy, Haiti, British Columbia (Canada), and Norway.

Won Three Awards

Previously shown at a number of international film festivals, the 90-minute film has already been honored with three awards—the Robert Flaherty Award for the "most outstanding creative achievement" in documentary films, the Janotta Prize given at the Venice Film Festival for the "most distinguished film in the public relations field," and a Certificate of Merit awarded during the recent Moscow Film Festival.

"Power Among Men" will have its American premiere on Oct. 18 at the Exeter Theatre in Boston.

Carl Foreman Award Set For 'Best Novella'

An international literary contest will be launched this week with announcements in *Harper's Magazine* and the *Atlantic Monthly* of the establishment of the "Carl Foreman Award for the best novella on a contemporary theme." Sponsors are two of the world's leading publishers, Harcourt, Brace and Company, in America, and Collins, Publishers, in Europe.

Foreman, screenwriter and executive producer for Highroad Productions, Inc., says he has "long deplored the virtual disappearance of the novella as a popular literary form, particularly since the short novel lends itself most gracefully to adaptation for the screen."

In an effort to encourage writers to such pursuits, Foreman has, in association with the distributor of his films, Columbia Pictures, established the award, which provides $2,500 for the best novella submitted, against the purchase of film rights for an additional $18,500.

Bantam 'Exodus' Order To Pass 3,000,000

From THE DAILY Bureau

HOLLYWOOD, Oct. 6.—Oscar Dystel, president of Bantam Books, Inc., here to attend conferences with the studio's executives and writers incident to the filmization of Leon Uris' novel, "Exodus," which Bantam is putting out in paperback next month, revealed that Bantam's orders for "Exodus" have already passed the three million mark.

"Company distribution reports, demands of book stores and public interest all point to the fact that an earlier release date is justified," says Dystel. "We may have to move it up."

Restaurant Share Sold

WETHERSFIELD, Conn., Oct. 6. —Bernie Menschell, president of Bercal Theatres, Inc., and his brother, Si, have sold their shares in Hot Grinder Heaven, drive-in restaurant here, to Hartford interests for an undisclosed sum. They intend henceforth to concentrate on their theatrical properties.

K. of C. Buys Theatre

SEYMOUR, Conn., Oct. 6. — The Knights of Columbus council of this community has purchased the 450-seat Strand Theatre here from the widow of industry pioneer Harold Donovan for an undisclosed sum. John Hannon, a postal worker, will be resident manager for the K. of C.

'Place' to Hall Next

Warner Bros.' "A Summer Place" will have its world premiere as the next attraction at Radio City Music Hall, following the current engagement of Warner Bros.' "The FBI Story."

A Summer Place

CONTINUED FROM PAGE 1

coast of Maine where Kennedy, scion of an old and proper but impoverished Boston family, his wife Miss McGuire, and their son, Donahue, now run an inn for paying guests. There to spend the summer come Egan, who as a youth worked there as a lifeguard, his wife, Miss Ford, warped and bitter, and their daughter, Miss Dee.

The youngsters fall in love at first sight, precipitating a number of reactions. Egan and Miss McGuire, it develops, had had an affair years ago on the island before either was married and they now, spurred by the unhappiness of their separate marriages, renew that affair in a series of after midnight meetings in the boathouse. In an outbreak of scandal they both divorce their mates and marry each other but the children, each now in the custody of a wronged parent, are forced to carry on their romance surreptitiously. When Miss Dee becomes pregnant they attempt to elope but cannot marry without their parents' consent. Kennedy, now dying of ulcers and alcoholism, in a memorable scene refuses his sanction but the heart-worn youngsters finally find love and a blessing at the home of her father and his mother.

Extraordinarily competent performances, delicate direction and tight editing wring every nuance of emotion out of the somewhat artificial story. The mounting of the production contributes greatly to the value of the picture, with the Technicolor photography catching eye-filling views of interiors of the house in Maine, the rocky coast, and a Frank Lloyd Wright designed beach house.

The matter of pre-marital sexual relations is freely and frankly discussed by all concerned—with any definitive answers obscured by the emotionalism of the story—thus limiting the audience to adult or at least mature minds.

Running time, 130 minutes. Adult classification. November release.

JAMES D. IVERS

RKO Theatres

(*Continued from page* 1)

Mandel, vice-president, who will preside.

Sol A. Schwartz, president of RKO Theatres, will make the opening address. Others who will speak include Matty Polon, chief film buyer for the circuit, and Metropolitan division managers, Mike Edelstein of Manhattan, Bronx and Newark, Sigurd Wexo of Brooklyn and Queens, Charles Oelreich of Westchester and Upper Bronx, Edward Sniderman of Trenton and New Brunswick. Also Charles Horstman, Maintenance Department manager; Fred Squire, Comptroller, and Lee Koken in charge of concessions.

The meeting at which attractions scheduled to play RKO Theatres during the fall and winter will be discussed, will start at 10:00 A.M. and will be unique in presentation.

In advance of this meeting RKO managers were arranged into three groups. Then under the supervision of publicists Fred Herkowitz of Manhattan, Bronx, Westchester and Newark; Pat Grosso of Brooklyn and Queens; and Ward Farrar of Trenton and New Brunswick, the groups were subdivided into teams.

Each team consists of three managers who as a unit were assigned a specific attraction for which to work out the campaign they would employ in their own situations. In this manner all coming attractions and special events will be covered. Following these reports there will be an open discussion on the campaigns submitted with all the other managers, division managers and publicists participating.

ITOO Praises

(*Continued from page* 1)

the fact that a lot of busy individuals have continued to give up much of their time" in the hope that something of benefit to all exhibitors might result.

Prickett to Assist

The bulletin notes that Ken Prickett, executive secretary of the ITOO, is available to serve as second party to any member who initiates a conciliation proceeding under the recent ACE-Motion Picture Association action.

Lazarus in Hollywood

HOLLYWOOD, Oct. 6, — Paul N. Lazarus, Jr., Columbia Pictures vice-president, arrived here today from Dallas for meetings with Samuel J. Briskin, vice-president in charge of studio operations, and Columbia's studio-based independent producers. While in Dallas, Lazarus met with Jack Judd, the company's southwest division manager, to discuss plans for the release of important Columbia films in that area.

Para. Exchange Moves

CLEVELAND, Oct. 6.—The Paramount exchange has moved from its 2800 Euclid Ave. location here to 836 Keith Bldg., Euclid Ave. at E. 17th St. Harry Buxbaum, who resigned last week as Paramount branch manager to become branch manager here for Universal, remains with the company until Oct. 17. He and salesmen Gordon Bugie and Jerry Lipow occupy the new office.

NameAllendorf

(*Continued from page* 1)

and advertising. Allendorf has been director of market development.

McGhee also announced that Donald M. Lewis, Jr., an assistant advertising manager, has been appointed assistant director of sales promotion.

As director of sales promotion, a newly created position within the advertising department, Allendorf will be responsible for the company's sales promotional activities, including such functions as advertising displays, wholesale and dealer promotion, dealer advertising services, advertising trade relations, and package design. In addition, he will continue to coordinate sales and advertising efforts, especially in the announcement of new products.

Joined in 1929

Allendorf joined Kodak's Pacific Northern sales division in San Francisco in 1929 and headed the division's advertising distribution. He became a salesman in 1935, assistant manager of the sales division in 1941, and manager in 1946. He transferred to the company's headquarters in Rochester, N. Y., in 1950 as an assistant general sales manager. He was appointed director of dealer distribution in 1956 and director of market development in 1958.

Lewis joined Kodak in 1936 as assistant to the manager of its New York City display department. In 1949 he moved to Rochester as display manager in the advertising department. He was named manager of advertising promotions in 1958 and an assistant advertising manager early this year.

'Try Conciliation'

(*Continued from page* 1)

of all descriptions, as had other TOA national and regional officials.

"This (conciliation) is the aid the distributors have offered in good faith, as the one method they feel they can use to help the distressed theatre. It is now up to you to ask for this help; if you don't try you'll never know."

aircraft: COMET 4! (pure jet!)
flight: MONARCH (de Luxe and First Class only)
frequency: NIGHTLY (leaves New York at 9 p. m.)
destination: LONDON!



reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.









The unsweetened sins of F. Scott Fitzgerald and Sheilah Graham... unforgettably enacted by

GREGORY PECK AND DEBORAH KERR IN

JERRY WALD'S PRODUCTION OF

BELOVED INFIDEL

co-starring

EDDIE ALBERT









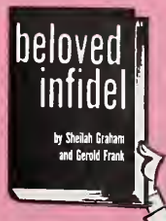


FROM 20th IN

CINEMASCOPE

COLOR by DE LUXE

STEREOPHONIC SOUND



Directed by

HENRY KING

Screenplay by

SY BARTLETT

Based on the Book by Sheilah Graham and Gerold Frank

for the coming Holiday Season



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 70 NEW YORK, U.S.A., THURSDAY, OCTOBER 8, 1959 TEN CENTS

Expansion Planned

AIP Schedules 5 Top-Budget Films for 1960

Nicholson's Heavy Slate Follows 'Gladiator' Success

By JAMES D. IVERS

The program of five top-budget productions — "blockbusters with gimmicks"—was announced for release with the next year by James H. Nicholson, president of American-International Pictures yesterday at a press conference here. The expansive departure from the company's previous program of exploitation productions was definitely signaled by the present spectacular successes of "sign of the Gladiator," starring Anita Ekberg, presently in its third week of release and rolling toward a total goal of $3,000,000.

The new production policy will be supplemented by an increase in the sales staff, advertising and publicity budgets and the exploitation field staff.

(*Continued on page 7*)

Texas Showman Buys 2,000 Shares in PMI

More than 2,000 shares of stock were subscribed to at a special luncheon in Dallas last week held by Motion Picture Investors, Inc., it was announced here by Walter Reade, Jr., president of MPI. The meeting was attended by over 100 industry people and was addressed by Howard E.

(*Continued on page 7*)

'Best of Everything' To Bow Here Tonight

Notables of the civic and entertainment worlds will gather at the Paramount Theatre here tonight to welcome 20th Century-Fox's "The Best of Everything" at a gala world premiere sponsored by the New York City Hudson Celebration.

From the entertainment field will

(*Continued on page 7*)

TELEVISION TODAY—page 4

MPAA Advertising-Publicity Directors Group To Weigh Film-Tie-Ups with Wine, Beer Again

The Motion Picture Assn. advertising-publicity directors committee will take up the subject of film tie-ups with liquor, wine and beer brands at its regular monthly meeting here today.

When last discussed several months ago, the committee rejected the idea of liquor tie-ups but was divided on the advisability of approving wine and beer tie-ups.

The question was left to be presented to company presidents at the next meeting of the MPAA board of directors. Only one such meeting has been held since and the subject was not raised then. In view of this, it appears likely that no final action will be taken on the subject at today's meeting of the committee.

The session also will discuss further the questionnaire which has been prepared by members of the committee in conjunction with the American Congress of Exhibitors' advertising committee. The questionnaire, which will be distributed to exhibitors throughout the country, is designed to provide specific information of a wide variety for the guidance of advertising-publicity-exploitation directors and their staffs in preparing all types of advertising and promotion material, in space buying and in the use of radio and television broadcasting time.

UA, U-I, Mass. Drive-In File Trust Countersuits

Special to THE DAILY

BOSTON, Oct. 7. — Three countersuits have been filed in the U.S. District Court here by United Artists Corp., Universal - International, and Suburban Drive-in Theatre, Inc., of Medford, Mass., against the Meadow Glen Drive-in Theatre, Medford, Rifkin Management Company and Julian S. Rifkin, owner of the Meadow Glen.

These countersuits are in reply to the anti-trust suit filed in July, 1959, by the Meadow Glen Drive-in against the Suburban Drive-in Theatre operating the Medford Twin Drive-in, three exhibitors and six distributors in which the plaintiff claimed $750,-

(*Continued on page 6*)

Million Dollar Prize To Promote '4-D Man'

By JERROLD WEITZMAN

A one million dollar cash award will be given to the first person who performs the feats assigned to the "4-D Man" in the picture of the same name, producer Jack H. Harris said yesterday in a press conference here to describe promotion of the film. Basically, Harris explained, this would mean that the man would have to arrive at the fourth dimension, time. This would enable him to penetrate solid materials, such as walking through a wall.

The offer is being advertised on a worldwide basis in connection with the picture's release. Harris claimed this is the first time a prize of one

(*Continued on page 7*)

REVIEW:

The Best of Everything

Wald—20th-Fox—CinemaScope

CHALK UP ANOTHER big hit for hit-maker Jerry Wald.

From the best-selling novel by Rona Jaffe, "The Best of Everything," telling the stories of several young girls in New York looking for romance and adventure while holding down jobs as typists in a publishing company, the producer with the golden touch has fashioned another picture destined for strong commercial success.

Exteriors were photographed—in CinemaScope and Color by De Luxe—on location in New York, and there are several eye-stopping shots, particularly some of the Seagram Building, which is shown from every con-

(*Continued on page 7*)

Resolution Passed

CBA Board Asks Boycott Of Selznick

Takes Action in Producer's Sale of Films to Television

By WILLIAM PAY

LONDON, Oct. 7—A resolution calling for "firm action" by its exhibitor members against David O. Selznick because of his sale of a group of pre-1948 features to the BBC was passed today by the executive committee of the Cinematograph Exhibitors Association.

The resolution, in effect, recommends that all CEA members cease to book any pictures with which Selznick is concerned. The statement points out that CEA "considers such a situation as coming within the ambit of the CEA Llandudno conference and the resolution of 1952." The latter resolution condemning the sale of films to TV "remains in full force," CEA said today.

The committee declared further

(*Continued on page 4*)

U.A. Prepays Final Part Of RKO Theatres Loan

From THE DAILY Bureau

WASHINGTON, Oct. 7 — United Artists has prepaid a final $1,000,000 note to RKO Theatres and has issued a new note for $2,000,000 to Loew's Theatres Clearing Corp. bearing interest at the rate of 6%, in exchange for an earlier 12% note, according to papers on file with the Securities and Exchange Commission.

The papers indicate that U.A. had

(*Continued on page 4*)

Special Welfare Fund For Industry Retirees

From THE DAILY Bureau

HOLLYWOOD, Oct. 7. — The Motion Picture Industry Health and Welfare Plan has been amended to provide a special fund for health and welfare coverage for retirees under the Motion Picture Industry Pension

(*Continued on page 4*)

PERSONAL MENTION

CHARLES SIMONELLI, Universal's Eastern advertising-publicity director, and ROCK HUDSON, star of "Pillow Talk," will leave New York tomorrow for Cleveland, Detroit and Chicago. HERMAN KASS, Eastern exploitation manager, and TONY RANDALL are leaving here today for the same cities.

•

LEM CRUENBERG, general manager of NTA Pictures, left here yesterday for Hollywood.

•

CENE TUNICK, United Artists Eastern district manager, is recuperating in a Philadelphia hospital from a recent illness.

•

RALPH IANNUZZI, Warner Brothers division manager, was in Cloversville, N. Y., from here.

•

JAMES V. FREW, Southern district manager of Continental Distributing Corp., Atlanta, has left there for the Carolinas.

•

CAROL A. THORNTON, daughter of GEORGE THORNTON, upstate New York circuit owner, was married at St. Mary of the Snows R. C. Church, Saugerties, N.Y., to DR. JEROME H. BRODISH.

•

MEL EDELSTEIN, Latin American sales manager for NTA International, has left here on a business trip to Puerto Rico.

•

MRS. CLEO SHINGLER, owner of the Buena Vista Theatre, Buena Vista, Ga., has returned there from Clearwater, Fla.

•

ARTHUR HEYMANN, former film salesman in Philadelphia for many years, is in Hahnemann Hospital there.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from New York.

•

DOTTIE SOUTHERLAND, United Artists receptionist in Atlanta, has returned to her duties there following a vacation in New York.

•

HOWLETT JONES, of Carrollton Amusement Co., Carrollton, Ca., was a Film Row visitor there following hospitalization.

'Hole' Grosses $461,118

"A Hole In The Head," grossed $461,118 in a twelve-week run at Loew's State here, it was announced by William J. Heineman, Vice-President of United Artists.

Eight Pictures Started; 33 Now Before Cameras

HOLLYWOOD, Oct. 7. — With the start of eight new pictures this week, the total number of productions currently before the cameras rose to 33. Three were completed.

Started were: "Bluebeard's Ten Honeymoons," a W. Lee Wilder production for Allied Artists; "All the Young Men," Hall Bartlett production," "I Aim at the Stars," Charles Schneer Morningside Production; and "Strangers When We Meet" a Richard Quine Production, the latter three for Columbia release; "Bells Are Ringing," Arthur Freed Production, CinemaScope and Metrocolor; "Key Witnesses," Avon Production, and "Platinum High School," an Albert Zugsmith-Red Doff Fryman Enterprises, for Metro-Goldwyn-Mayer; "The Life and Death of Legs Diamond," a United States Picture for Warner Bros.

Completed were: "The Hypnotic Eye," Hypno Vision Production for Allied Artists; "Crescendo" (new title for "The Franz Liszt Story") William Goetz Production for Columbia, and, "The Southern 500" a Darlington Film for Howco release.

Sue to Halt Agreement Of Cinerama Prod., S.W.

Two stockholders of Cinerama Productions filed suit yesterday in Federal Court here seeking to void the agreement whereby the company turned over to Stanley Warner Cinerama Corp. various of its assets in return for $500,000. The agreement, made July 30, 1959, was approved by stockholders of Cinerama Prods. on Aug. 27.

Named as defendants in the action yesterday, in addition to Cinerama Prods. and Stanley Warner Cinerama, were Stanley Warner Management Corp. Cinerama, Inc., S. H. Fabian, Milo J. Sutliff, and other directors of Cinerama, Inc.

Asking $50,000 in damages, the plaintiffs charge that the directors of Cinerama Prods. engaged in an "unlawful conspiracy" to dispose of the company assets, including its interest in the prints of five Cinerama films, and asks that these assets be returned to the company. The suit asks further that if the agreement has already been consummated the court appoint a receiver to take charge of the assets.

'Gates' in Fast Pace

"Five Gates to Hell," 20th Century-Fox adventure-drama, continue to set a fast box office pace, according to theatre reports received from varied locales. At the Fulton Theatre in Pittsburgh, a five-day figure showed "Cates" rolling up a $10,364 total. At the Center in Buffalo, the first week figure was $13,998.

Services Today for Galanter, in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Oct. 7. — Funeral services will be held tomorrow at 1:00 P.M. in Croman's Memorial Chapel for Theodore W. (Ted) Galanter, assistant to producer-director George Sidney at Columbia, and director of public relations for Hanna and Barbera Productions, who died at his home Tuesday in West Los Angeles of a heart attack. Galanter, 45, entered show business via theatres in Minneapolis, joining Loew's, Inc., in 1941 as field representative in Chicago. In 1943, he was transferred to Seattle and later to San Francisco as Loew's, Inc. West Coast field exploitation representative. He held this post until 1954, when he joined the Metro-Goldwyn-Mayer Studios here as a special promotion executive.

In 1957 Galanter became a member of Columbia Pictures studio publicity department, later transferring his activities to the George Sidney production unit. In 1958, he was appointed assistant to Sidney and also was named director of public relations for Hanna and Barbera Productions of which Sidney is president.

'Samson' Scores Record In Five-State Showings

The first six openings of "Samson and Delilah" in a 94-theatre, five state "special showing" this week were described by Paramount as the biggest since "The Ten Commandments" yesterday. Grosses in the six houses were as follows: St. Louis Theatre, St. Louis, $12,501 (4 days); Orpheum Theatre, Springfield, Ill., $5,747 (5 days); Victory Theatre, Evansville, Ind., $3,117 (4 days); Columbia Theatre, Paducah, Ky., $814 (opening day); Granada Theatre, Mt. Vernon, Ill., $836 (opening day); and Broadway Theatre, Cape Cirardeau, Missouri, $1,189 (2 days).

Goldwyn Manual Out On 'Porgy and Bess'

Samuel Goldwyn has issued a 64 page, spiral-bound booklet on "Porgy and Bess." It includes a comprehensive section on house operation with specific information on the mechanics of a hard-ticket policy, advertising suggestions for a publicity campaign, box office techniques, and complete details for the conducting of an all-out program of group sales involving clubs, schools, industries, and youth groups.

Set Richmond's First

HOLLYWOOD, Oct. 7. — Ted Richmond's first production under his recently signed MGM contract will be "irresistible," a modern suspense action story set in Spain and Israel, it was announced today by studio head Sol C. Siegel.

Dubbing of Foreign Films Shows Increase

Dubbing of foreign language pictures, up until recently done only infrequently, has become one of the burgeoning branches of the industry today. David Horne, executive vice-president of Titra Sound Studios, talking recently of the phenomenon, pointed out that eight years ago his company, then engaged in sound and title work, dubbed only one or two pictures a year for the American market. Today, he said, his company is processing an average of 35 foreign features a year for release in the U.S. market.

Keeping pace with the change in taste which has made it possible for distributors to sell dubbed foreign pictures to enough theatres to make dubbing economically practical, Titra has built a pool of creative talent which is unique in the industry. It includes a staff of six writers, four directors, a staff of experienced engineers and a large registry of acting talent which can be drawn on to match voices with personality and with the intent of the original director of the picture.

Quality Improved

This pool of talent has made it possible to greatly improve the quality of dubbing.

Present commitments by the studio include the dubbing of pictures from France, Italy, Germany, Japan, Mexico, Russia, Sweden and Denmark. The Studio has handled features for such distributors as MCM, NTA, American International, Zenith International, Films Around the World, President Films and William M. Horne Productions.

Mario Lanza Dies of Heart Attack at 38

Special to THE DAILY

ROME, Oct. 7. — Mario Lanza, American tenor who has been starred in a number of Hollywood musicals, died here today at the age of 38.

He had been admitted to a local hospital about a week ago with a minor illness. A friend said today death had resulted from a heart attack.

Lanza's biggest film success was "The Great Caruso."

He is survived by his wife and four children.

'Golden Fish' Booked

The world-premiere of "The Last Angry Man" at the Trans-Lux 52nd Street and Forum Theatres on October 22 will include the American debut of the prize-winning featurette, "The Colden Fish, winner of the International Critics Prize at the 1959 Cannes Film Festival. Both are Columbia releases.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester S uare, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

FREE FROM 20th!

SPECIAL STAR-BUILDING SUBJECT

THE FABULOUS FABIAN

introduced by PAT BOONE

on the hottest new personality of the year... available now to every theatre...



CAROL LYNLEY
The terrific new star of "Blue Denim"!

DODIE STEVENS
The "Pink Shoelaces" and "Miss Lonelyhearts" sensation!

it's the perfect Teaser Trailer for

JERRY WALD'S PRODUCTION OF

HOUND-DOG MAN



STARRING **FABIAN**

CAROL **LYNLEY** · STUART **WHITMAN**

AND INTRODUCING

ARTHUR **O'CONNELL** · DODIE **STEVENS**

DIRECTED BY
DON SIEGEL

SCREENPLAY BY
FRED GIPSON AND **WINSTON MILLER**

CINEMASCOPE
COLOR by DE LUXE
STEREOPHONIC SOUND



from 20th... the hottest story in the industry today!

CBA's Board

(*Continued from page* 1)

that it will continue to take action in such cases, "always regarding the protection of the interests of its members as of the utmost importance."

In other action the board of FIDO discussed today a report from the Kinematograph Renters Society concerning the situation in which American members of KRS find themselves as a result of belonging to the five-member organization devoted to preventing the flow of films to TV. FIDO membership is regarded as placing the Americans in violation of their own country's anti-trust laws.

Lawyers have now advised that the Americans can legalize their position by elimination of the sanction or "boycott" provision from the memorandum agreement signed by the five associations comprising FIDO. The board unanimously recommended this action today.

In Strong Position

It is understood that there is no question of the America companies withdrawing their support from FIDO. Industry observers point out that CEA holds the whiphand by being in a position to enforce its own boycott, independent of the other trade associations.

Other members of FIDO are the British Film Producers Ass'n., the Federation of British Film Makers and the Association of Specialized Film Producers. The group uses funds collected from its members to purchase TV rights to films as they arrive on the market.

UA Prepays

(*Continued from page* 1)

repaid $1,000,000, plus accrued interest, of a $2,000,000 loan from RKO Theatres after sale of its $10,000,000 notes to Prudential Insurance Co. of America and the Puritan Fund, Inc., of Boston last June.

U.A. was prevented from repaying the entire $2,000,000 RKO Theatres note at the time because of a provision which required it to give 90 days notice of prepayment of that part of the loan. The Loew's Theatres note matures Oct. 3, 1960.

The theatre loans were made by U.A. early in 1958 to finance additional independent production for release through the company. In addition to the RKO and Loew's theatres notes, U.A. also borrowed $550,000 from American Broadcasting - Paramount Theatres subsidiaries. The latter were in the amount of $150,000 from Interstate Circuit; $150,000 from Balaban & Katz; $125,000 from Florida State Theatres, and $75,000 from Paramount Gulf Theatres, all of which was repaid earlier.

WB Takes Phila. Space

PHILADELPHIA, Oct. 7. — Warner Brothers, which recently sold its office and film exchange building here to an insurance company, has leased 4,000 square feet of space in the office building at 1225 Vine Boulevard for its local offices.

Sullivan to Present Sequence on 'Tomorrow'

Harry Belafonte and Ed Sullivan go behind the scenes on the set of the motion picture, "Odds Against Tomorrow," in a special film sequence which will be presented on "The Ed Sullivan Show" Sunday, Oct. 18 (CBS Television Network, 8:00-9:00 P.M., EDT). A film clip featuring one of the most dramatic scenes from the motion picture, in which Belafonte has the starring role, also will be presented on the show.

With this appearance, Belafonte returns again to "The Ed Sullivan Show," on which he made his television debut Oct. 11, 1953.

The Ames Brothers, also will guest on the Oct. 18 show, doing a medley of their popular tunes in celebration of the tenth anniversary of their first hit record, "Rag Mop."

Other guests will include the Harlem Globetrotters, famed basketball stars; singer Joni James, comedienne Jean Carroll, musical comedy performer Gretchen Wyler, the Konyots, a European comedy dance team, and the dance team of Brascia and Tybee.

As an additional feature of the program, Broadway columnist Earl Wilson will present Mr. and Mrs. Chaim Fershko of Israel.

Special Welfare Fund

(*Continued from page* 1)

Plan and certain film company private retirement plans, it was announced today by Charles Thomas, chairman of the Health and Welfare Plan board of trustees.

The separate company plans which come under the amendment are those of Loew's, Inc., RKO, 20th Century-Fox and Technicolor.

This new benefit plan, according to health and welfare plan administrator Henry Wadsworth, is among first of its kind in American industry specifically designed for retired pensioners.

It is anticipated the new coverage will be available to qualified employees of the industry about Jan. 1, 1960, the same date eligible employees may retire under the pension plan.

Jaeger Going Abroad

HOLLYWOOD, Oct. 7. — Albert Jaeger, Allied Artists liaison in charge of fiscal operations, will leave Saturday for London and Paris in connection with the production of "Streets of Montmartre," Lana Turner-Louis Jourdan starrer which Douglas Sirk will produce and direct in the early spring.

Victoria-X Installation

H. B. Meiselman Theatres, Charlotte, N.C., has ordered Victoria-X 70/35mm projectors for its newest operation, the Town & Country theatre in Jacksonville, Fla. The installation will be made by Cinematograph International, division of Joe Hornstein, Inc., New York, U.S. distributors of the Victoria-X.

Television Today

Werner Joins Y & R; Heads Radio-TV Dept.

Mort Werner has joined Young & Rubicam, Inc., as vice-president and director of the radio-television department, it was announced by George H. Gribbin, president of the agency. Mr. Werner will fill the position held by Peter G. Levathes, who resigned to become president of Twentieth Century Fox TV Productions.

A veteran of 27 years in broadcasting, Werner joined Kaiser Industries in 1957 and was a vice-president of the organization. In addition to directing program and advertising activities there, he participated in the development and direction of the Kaiser Industries TV and radio stations in Honolulu.

Persoff to Be Guest On 'Lucky' Premiere

John Vivyan will star as the operator of a gambling casino who inadvertently becomes involved in a Latin American revolutionary movement in the premiere episode of the CBS Television Network's new action-adventure series, "Mr. Lucky," Saturday, Oct. 24 (9:00-9:30 P.M., EDT). Nehemiah Persoff makes a guest appearance as El Presidente, dictator of a small Latin country, with Ross Martin, a regular member of the cast, in the role of Andamo, Lucky's sidekick.

Maitles Appointed by Suski Company on Coast

From THE DAILY Bureau

HOLLYWOOD, Oct. 7—Sigmund S. Maitles, motion picture advertising and promotion consultant, has been appointed West Coast representative of Thaddeus Suski Radio and Television Commercials, Inc.

Maitles moves into new offices at the Samuel Goldwyn Studios here where he will supervise all coast operations for the Suski company, which is handling the radio and TV spots and film clips for United Artists and other companies.

Tri-State Radio and TV Drive for 'Tomorrow'

An extensive tri-state radio-television campaign involving 14 network and local stations in the New York, New Jersey and Connecticut area will promote the New York opening of United Artists' "Odds Against Tomorrow" at the Victoria Theatre on Oct. 15.

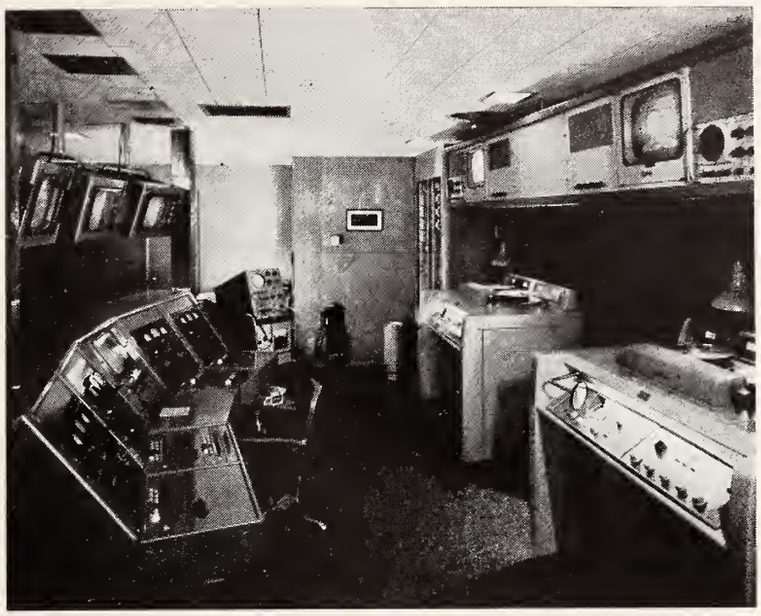
More than 500 spot announcements will be aired during the week preceding the opening. Harry Belafonte, starred in the Harbel Production, is featured on the 30-second spots. In addition to the radio-TV penetration, UA has engineered a major disc jockey campaign in the metropolitan area pegged to two United Artists Records LP albums based on John Lewis, original jazz score for the film.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

HUBBELL ROBINSON'S "Ford Startime" program Tuesday nite over the NBChannels was a delightful divertisement from start to finish. Ably femceed by Roz Russell, there were excellent turns by Maurice Chevalier, Eddie Foy, Eddie Hodges, Jack Paar with an especially fine opportunity for Polly Bergen to display her talents with a song. Larry Gelbart's script likewise rates an accolade being imaginative, droll and colorful. . . . A seven-pound-six-ounce baby boy, their second child, was born yesterday at the Valley Hospital in Ridgewood, N. J. to Mrs. Les (Mary Ford) Paul. This team, for years has been a top radio, TV, recording duo. . . . Walt Framer is beaming these days. Even before the format change which brought Bert Parks to co-host "The Big Payoff" with Bess Myerson, the daytime audience-participater registered an 8.7 Nielsen. . . . Maestro Charles Sanford, just back from the coast where he batoneered the "Milton Berle Show," will handle the conducting chores for the Phil Silvers special, "The Ballad of Louis The Louse," which will be CBSeen Saturday, Oct. 17 (9-10 P.M.). Written and produced by Nat Hiken, the book-with-music-show will be directed by Greg Garrison and will feature in support of Silvers, Eddie Albert, Betsy Palmer and Pert Kelton. . . . Phyllis Battelle and hubby Art Van Horne, who prior to becoming a newscaster was a newspaperman will do the new ABC Radio program, "Wonderful World." Phyllis currently is a columnist for the Hearst Syndicate. . . . The music and radio rowgues were saddened by the untimely death yesterday in Chicago of Paul Jonas, assistant sports editor at NBC. Paul, who started his career as a violinist with several name orchestras in the early thirties, became a contact man with E. B. Marks. After several years as assistant to sports director Tom Slater at MBS, he moved to NBC.

Another ACME FIRST!



A PARTIAL VIEW OF ACME'S TVR DEPARTMENT
Shown above 2 Ampex Video Tape Recorders and master control console.

The only

laboratory offering

COMPLETE SERVICE

in BOTH Film and Videotape*

Including the finest in

VIDEOTAPE* TO FILM TRANSFERS

VIDEOTAPE* RECORDING

VIDEOTAPE* DUPLICATING

VIDEOTAPE* VIEWING & EDITING

We are proud of our new installation and invite your inspection

Call HO 4-7471

acme film laboratories, inc.

***T.M. Reg. Ampex Corp.**

1161 N. Highland Ave.
Hollywood 38 Calif.

PEOPLE

Robert Stroh, a native of Chicago who in 1950 went to Greensboro, N. C., as an announcer for WCOG, later joining WFMY-TV there, has been named manager of the National Theatre in Greensboro. **T. R. Alexander,** formerly acting manager, goes to the Carolina Theatre as assistant manager.

□

Don Iogha has resigned as manager of Brandt Theatres' Plaza in Stamford, Conn., to become manager of Gorton's, record and hi-fi shop in New Canaan, Conn. His replacement at the theatre has yet to be named.

□

Harry Freeman, who has been handling the advertising-publicity for "Porgy and Bess" in Philadelphia, is hospitalized with pneumonia. **William Ornstein** has come in from Cincinnati to fill in for him.

□

Mario di Stanislao, booker for 20th Century-Fox in Philadelphia, has been promoted to the post of office manager at the exchange.

□

Charles Lester, formerly Southern district manager for National Screen Service, was guest of honor at a dinner tendered him in Atlanta by the theatre owners of the area. **Dick Kennedy** was master of ceremonies at the affair, held at the quarters of the Variety Club.

□

Ed Saretsky, Philadelphia attorney, has taken over the Cedar Theatre in that city. After refurbishing, he will reopen it as the Abbe Art Theatre.

WB Albany Office Ready

ALBANY, N. Y., Oct. 7. — Warner Brothers on Friday will formally occupy its new, partitioned quarters on the second floor of the RTA Building, 991 Broadway. Included are private offices for Herbert L. Gaines, branch manager, and Ben Bartell, Warner Records representative.

R. G. Braby Dies

SALT LAKE CITY, Oct. 7—Robert G. Braby, 47, office manager for United Artists here and long time film executive, died today at Salt Lake Hospital after a long illness. Braby had managed theatres and worked as a film salesman for the past 22 years.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Trust Countersuits Filed

(*Continued from page* 1)

000 in trebled damages. In the first suit, the Meadow Glen maintained monopoly, conspiracy and unfair practices, stating that with two screens at the Twin, the distributors allowed the Twin Theatre to bid as one against the Meadow Glen.

The three countersuits filed yesterday were in separate parts, with the two distributors, UA and UI, filing almost identical suits, each claiming $75,000 trebled damages against the Meadow Glen. The third countersuit brought by the Twin Drive-in asks for $150,000 trebled.

Restraint of Trade Charged

In the two distributor suits, they charge that the Meadow Glen and the Rifkins have entered into a combination of conspiracy to unreasonably restrain trade, and they deny the allegations in the first suit filed in July, 1959. They charge that at various times the Rifkins have called meetings with other exhibitors urging them to join together to boycott particular distributors and to refuse to purchase pictures until these distributors would agree to license them on terms the exhibitors chose and saw fit to pay. They also charge the exerting of pressure and influence on the part of the Rifkins who sought to deprive the Twin and other drive-ins of the privilege of obtaining proper film rentals. The two distributors claim they have been faced with a boycott of a large number of substantial and important customers and have been prevented from obtaining results from film rentals which they would otherwise have secured. Because of this, they were forced to accept lower film rentals and to grant greater adjustments than otherwise would have been the case, the complaint states.

Request Permanent Stay

The distributors (UA and UI) ask for a permanent injunction to be issued enforcing the Meadow Glen and Julian Rifkin from (a) combining and conspiring among themselves or with any other exhibitor to restrain trade and commerce in exhibition and distribution, and (b) from combining among themselves or with any other exhibitor to boycott or refuse to license the motion picture of any distributor or to refrain jointly from negotiating with any other exhibitor.

Rifkin Management Company operates eight drive-ins in New England, the Meadow Glen, Medford; the Quintree, Braintree; the Wareham, Wareham; the Cod, Falmouth, all in Mass., and the Pike, Johnston and the Shipyard, Providence in R. I., and the Lisbon, Lewiston, Maine.

Size of Screen Cited

In the countersuit filed by the Twin Drive-in, they first deny the allegations in the original Meadow Glen suit, claiming the Meadow Glen is fully capable of competing favorably with the Twin, as the Meadow Glen's screen is larger than either of the Twin screens. They ask the allegations be barred, because, as it states in the complaint, the Meadow Glen, in the operation of its own drive-in theatre has restrained and conspired with others to restrain and monopolize trade in Medford and other New England cities.

Says Rifkins Sought Acquisition

The Twin also claims that the Rifkins sought to block the Twin from obtaining the necessary approval from the Medford Board of Appeals in building the theatre and that after construction, the Rifkins sought to acquire the purchase or lease on it, and later sought to persuade the owners of the Twin to pool their operations so the Rifkins could have management control to be able to use their buying power with their seven other drive-ins.

The complaint goes on to state that the Rifkin management sought to dissuade distributors from selling pictures to the Twin by threatening not to buy a picture for some or all of their drive-ins unless the distributor sold it to the Meadow Glen. About competitive bidding, the complaint charges that the Rifkins, threatened to demand competitive bidding when the Twin had just opened and was at a disadvantage, but that later, when it became established, the Rifkins objected to the distributors' granting of competitive bidding and tried to pressure the Twin to abandon bidding to enter into a "splitting of product," threatening the distributors with legal action if they granted the Twin the right to obtain pictures under competitive bidding.

Ask $50,000 Damages

The owners of the Twin claim they have been injured in their business and property and have been forced to pay higher film rentals. They are asking for damages of $50,000 which would be trebled.

The Meadow Glen was built in 1954 and is operated by Rifkin Management Company, Julian Rifkin, president. The Medford Twin Drive-in was built two years later and is situated two miles from the Meadow Glen. The Twin is operated by Winthrop Knox, Jr. and Lloyd Clark, both of Malden.

Special Hotel Rates For Allied Convention

Special to THE DAILY

MILWAUKEE, Oct. 7—Special low rates, full American plan, have been obtained from the Eden Roc Hotel in Miami Beach for delegates and guests to the convention of Allied States Ass'n. Dec. 7, 8, and 9., it was reported here by Ben Marcus, convention general chairman.

The special low rates will also prevail immediately prior to the convention and immediately after it so as to afford the delegates the opportunity of lengthening their stay should they desire to combine a Florida vacation with the convention, he added.

Ask Speed-Up of S. C. 'Blue Law' Hearing

Special to THE DAILY

SPARTANBURG, S.C., Oct. 7—The South Carolina Supreme Court has been requested by Attorney General Dan McLeod to hear the so-called "blue law" case as soon as possible and to end the temporary restraining order prohibiting officers from enforcing such "blue laws" in counties where they exist.

A number of motion picture theatre owners, mostly in the upper section of the state, are listed in court action as petitioners in a brief filed before the Supreme Court to speed action in this controversial case.

The case in question reached the Supreme Court when a Federal district court earlier declined to rule on it. Reason given by the three-judge federal tribunal was that the case had not yet been ruled on by the state court.

The state supreme court, acting in original jurisdiction, now has before it a brief filed by the state attorney-general asking that the court "not issue a permanent injunction against officers restraining them from enforcement of laws relating to operation of motion picture theatres on Sunday."

Camera Mart Displays New Extension Plate

A new device described as making possible the editing of two separate sound tracks, speech and background music, with one compact instrument is being displayed this week by the Camera Mart, Inc., at the equipment show of the Society of Motion and Television Engineers here. The display is in booth 36 at the Statler Hilton Hotel.

The new device is called the Camart add-a-unit extension plate. Also on display at the SMPTE booth of Camera Mart are a baby dolly, dual reader, core dispensers, TV matte for Moviola, optical effects unit, and others. Company personnel at the booth includes Irving Browning, Samuel Hyman, and Paul Meistrich.

Denver Wompi Honored For Community Service

Special to THE DAILY

DENVER, Oct. 7.—Denver chapter of WOMPIS were honor guests at a tea given by the Women's Club of Denver here. The affair was in recognition of the philanthropic and community service work accomplished by the WOMPIS in the past year through their Holy Ghost Youth Center.

Denver WOMPIS were awarded the Service Award by the National Chapter at their convention held recently.

Roxy Books 'Libel'

Metro - Goldwyn - Mayer's "Libel," which co-stars Olivia de Havilland and Dirk Bogarde, will be the next attraction at the Roxy Theatre here, following the run of "The Man Who Understood Women."

AIP Schedules

(*Continued from page* 1)

he present regional sales managers a the Eastern territories will be supplemented by division managers to be ppointed for the West Coast, the entral states and the Southwest territory. Each of these territories, in ddition, will have a field exploitation an assigned to it. National advertising budgets ranging from $500,000 $1,000,000 are being discussed for ach production.

"Goliath and the Barbarians," starng Steve Reeves, co-produced by IP and Standard Films in Italy, is et for release in January, 1960. A uncheon to be held on Nov. 12 at the heatre Owners of America convenion in Chicago will give the exhibitor elegates at that meeting a preview of he advertising and publicity support lans for this spectacular. Typical of hese plans is a wide distribution of pecially produced teaser trailers to ach exhibitor who books the picture.

The balance of the release schedule ncludes "the Horror of the House of sher," based on the story by Edgar llen Poe and starring Vincent Price; or May, "Aladdin and the Giant," Herman Cohen production in Cinemacope and color; for July, "Circus of Horrors," in CinemaScope with color; or September "In the Year 2889," y Jules Verne in CinemaScope and olor.

Other productions for 1960 are: Bucket of Blood," a Halloween rease, which has been sneak-previewed uccessfully in a number of theatres; The Leeches," "The Jailbreakers," Take Me to Your Leader" and "The Talking Dog."

Nicholson reported that the company's gross film rentals for this year will be 20 per cent above those for ast year. He also, happily, outlined lans for an expansion of foreign sales.

2,000 PMI Shares

(*Continued from page* 1)

Jameyson, MPI board chairman. Stock purchasers included branch managers, film salesman, theatre supply dealers, members of the circuits of Frontier Theatres, Phil Isley Theatres, Trans Texas Theatres, and many others.

Reade said that the organization has been formally endorsed by Texas COMPO and that executive director Kyle Rorex has become the official MPI representative in Texas. Motion Picture Investors, Inc. has also received the formal endorsement of the Texas Drive-In Theatres Association.

Rossellini and De Sica To Attend S. F. Fete

Special to THE DAILY

SAN FRANSISCO, Oct. 7.—Both Roberto Rossellini and Vittorio De Sica, two of Italy's most famous motion picture figures, are coming to San Francisco to take part in the international film festival here next month, it was announced today by Irving M. Levin, managing director of the Festival.

The Best of Everything

CONTINUED FROM PAGE 1

ceivable angle. Jean Negulesco, who directed, has a special flair for using such scenery to intensify the sense of time and place.

The book concentrated on the careers of five girls, but the film selects three of these for major emphasis. First is a girl from Connecticut who wants to become an editor; she is played by Hope Lange. Second is a starry-eyed and naive youngster from the Midwest whose ambition is to get married; she is played by Diane Baker. Third is a would-be actress who falls disastrously in love with a stage producer; she is played by Suzy Parker.

Portraying the men in their lives are Stephen Boyd, Brian Aherne, Robert Evans, Louis Jourdan, and Brett Halsey, among others. And Joan Crawford makes a special appearance in the relatively minor role of a female editor having an affair with a married man. Miss Crawford makes every scene count like the old pro she is.

Most absorbing and affecting of the three main stories, which are skillfully woven together by Edith Somner and Mann Rubin in their script, is that of Miss Lange. This is mostly due to her fine performance, which remains sensitive and sincere throughout. At the start she has little interest in a career but when her boy friend (Halsey) jilts her for another she changes her mind, eventually taking over the job of top female editor when Miss Crawford quits. In the end she finds romance, too. After a brief affair with her married boy friend, she turns to Boyd, a nice editor who has been waiting around for her to make up her mind about him.

MEANWHILE Miss Baker has been having her troubles with Evans, as a wealthy playboy who doesn't want to get married—just have fun. When she becomes pregnant by him, he insists on an abortion which becomes unnecessary when she falls from a car in Central Park. Finally she weds the young interne (Ted Otis) who nurses her back to health. Miss Baker is a pleasant young actress who photographs extremely well and should go far.

These stories at least have a happy ending, but not so the one involving Miss Parker. When her lover-producer dismisses her from his play and then casts her out of his life, too, she goes off her rocker and dies from a fall off the fire escape of his apartment. Miss Parker is as stunning to look at as ever, but the complex role she plays is sometimes beyond her grasp.

Woven in and out of these three main story strands are a number of sub-plots which help to give a viewer the impression that something is always happening in "The Best of Everything." Martha Hyer is seen briefly, for instance, as a divorcee beauty editor in love with a married man; Sue Carson is another typist who finally gets married and quits; and Aherne is the editor in chief who likes to flirt with all the young girls in his employ.

Running time, 121 minutes. Adult classification. Release, in October.

RICHARD GERTNER



Hope Lange, Suzy Parker, and Diane Baker in "The Best of Everything."

Million Dollars

(*Continued from page* 1)

million dollars has been offered and it will be the theme of the feature's exploitation campaign.

"4-D Man" is being released by Universal, and Phil Gerard, Easter publicity manager, was on hand yesterday to discuss plans for its opening. The film will premiere in Atlanta on October 22. It will then break in fifteen Southern cities, preceded in each case by personal appearances by Lee Meriwether, a former Miss America, who has the leading role in the picture; the producer will tour along with Miss Meriwether, who was also present yesterday.

Video spots and teaser trailers heralding the product will underscore the cash prize.

Universal has the U.S.-Canadian rights to the picture, but the foreign distribution arrangements have not been settled. Harris does his own financing for these features, and considers himself strictly a producer.

Working on New Story

Questioned about his future activities, Harris said he is currently working on the script for "Dinesaurus," and expects it to go before the cameras by December. It will concern prehistoric monsters in a modern-day locale.

Also under consideration is a cinematization of "Jonah and the Whale," which Harris predicts will cost more than all his other features so far combined. . . . It's slated for shooting in January, 1961. He also noted that a previous release, "The Blob" brought Paramount some $2,000,000 on a $200,000 negative.

Although Harris still plans to keep his facilities in Pennsylvania, he said that his last picture required location shooting, and that in the future he will probably expand to the coast for filming purposes. From now on, the producer will try to use big-name stars to further enhance his product.

'Best of Everything'

(*Continued from page* 1)

come Jerry Wald, producer of the film; Rona Jaffe, author of the book, and Hope Lange and Robert Evans, two of the stars of the picture.

Mayor and Mrs. Robert F. Wagner will head the list of city officials and other prominent figures in the social life of New York.

A midnight champagne supper-ball will follow the premiere in the grand ballroom of the Astor Hotel, also under the auspices of the Hudson Celebration.

"The Best of Everything" will begin a dual engagement tomorrow at the Paramount and Trans-Lux Normandie theatres here.

N. J. House Reopening

MOORESTOWN, N. J., Oct. 7.—The old Criterion Theatre here has been acquired by Kingsway Films, Inc., and is being completely remodeled and re-equipped to reopen in mid-October as an art film house. David Grossman will be the manager.

"Best" Producer Brings "Infidel" to Town



Celebrities, press and top motion picture names turned out last evening at the 20th Century-Fox home office for a special screening of Jerry Wald's "Beloved Infidel" and a cocktail party in the producer's honor. Twentieth vice-president Charles Einfeld chats with (l. to r.) RKO Theatres president Sol A. Schwartz, producer Wald and Mrs. Schwartz.



Twentieth president Spyros P. Skouras greets Mary Patricia Cameron who won for herself a special role in Wald's "The Best of Everything" and thereby gained national fame. "Beloved Infidel" relates the story of F. Scott Fitzgerald, famous American writer, and columnist Sheila Graham.



Top magazine editor Jay Brennan of the widely circulated "Saturday Evening Post" (shown here with Wald) was among the guests who braved torrential rain to see "Beloved Infidel."



Socialite Sharman Douglas (left) and Rona Jaffe, authoress of "The Best of Everything," chat before seeing Gregory Peck-Deborah Kerr starrer.



Glamorous Arlene Dahl, one of the stars of "Journey to the Center of the Earth," attends with husband Fernando Lamas, one of Hollywood's top romantic leading men.



Bob Evans, young actor who has a key role in "The Best of Everything," is seen with socialite (left) Danielle Loder and "Cosmopolitan Magazine" entertainment editor Lyn Leavitt.



Mrs. Wald chats with another of the film's stars, Eddie Albert. Henry King directed the CinemaScope-De Duxe Color "Infidel," which will bow on Broadway shortly.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 71 NEW YORK, U.S.A., FRIDAY, OCTOBER 9, 1959 TEN CENTS

Universality'

Subject Matter Most Pressing Problem: Wald

Cites Vital Importance Of 'Positive Pre-Selling'

By CHARLES S. AARONSON

The selection of motion picture subject matter is the most urgent problem facing producers today, and it is more than ever important that film material be used which has "universality" of appeal, is the opinion of Jerry Wald, independent producer for 20th Century - Fox release.



Jerry Wald

Wald, expressing his views to trade press representatives at luncheon in the Hotel Plaza's Oak Room yesterday, emphasized the vital importance of "positive, persist-

(*Continued on page 6*)

MPA Ad Group Weighs Beer Tie-Ups, 'Oscar' TV

The Motion Picture Association's advertising - publicity directors committee recommended yesterday that a proposal for approval of wine and beer tie-ups for films be referred to the MPAA board of directors for advisory action at the next meeting.

The advertising-publicity directors committee remained unanimously opposed to tie-ups with liquor but was split six-to-three for approval of tie-

(*Continued on page 4*)

TELEVISION TODAY—page 6

Joseph R. Vogel's 50th Anniversary

PRESIDENT OF LOEW'S, INC., BEGAN AS AN USHER ON OCTOBER 11, 1909

By SHERWIN KANE

FIFTY YEARS AGO this Sunday, Joseph R. Vogel, then a 14-year-old New York school boy, entered into his first association with the motion picture industry. It was as a part-time usher in Marcus Loew theatres in New York City.

In the interval, one of the outstanding success stories of the industry has been written.

Vogel is president of Loew's, Inc., and his brief, three-year tenure in the post to date has been as dramatic as anything conceived by a Culver City screenplay writer.

When Vogel was elected to the top office in Loew's back in 1956, the company was deeply and unaccustomedly in the red. The patience of bankers, insistently demanding economies on all operating fronts, was near exhaustion. Wall Street tycoons were eyeing the company with a view to "taking a position" in stock-voting strength, the while, appraising the company's worldwide assets and calculating their liquidation values.

On the inside, company morale was



JOSEPH R. VOGEL

low and sinking lower. Directors (corporate) were tossing in the towel and taking their leave.

As Vogel settled down to work getting the studio reorganized and pro-

(*Continued on page 2*)

REVIEW:

The Last Angry Man

Columbia

GERALD GREEN, WRITER, found in the life of his father, a Brooklyn, New York, physician, the source of inspiration for a novel, in a real sense a biography of the good doctor, who "always lived in a state of controlled fury, frustration and pity." That novel, "The Last Angry Man," became almost at once a best-seller, and so remained for a long period—and justifiably so, for it was of the human stuff which makes for enduring values.

And now Fred Kohlmar has made a motion picture of the novel, and

(*Continued on page 4*)

19th 'Herald' Poll

Sandra Dee Is Number 1 Star Of Tomorrow

Exhibitors Select 10 Most Promising Players of Year

Sandra Dee, who has had careers in modeling and television and has seven motion pictures to her credit although only 17 years old, has been named the Number 1 Star of Tomorrow in the 19th annual poll of exhibitors conducted by *Motion Picture Herald* for the annual, *Fame*.



Sandra Dee

Exhibitors of the country who are asked each year to select the new stars who have made

(*Continued on page 4*)

U.A. to Release 7 Top Films in 3 Mos.

United Artists will release a minimum of seven blockbusters from now through the end of the year, it was announced yesterday by William J. Heineman, vice-president, at a sales meeting of division and district man-

(*Continued on page 6*)

Universal to Distribute 'Cossacks' Worldwide

Universal Pictures has acquired worldwide distribution rights to "The Cossacks," an historical drama in Eastman Color and wide-screen currently being produced in Italy and starring Edmund Purdom, John Barry-

(*Continued on page 6*)

ADVERTISED IN THE OCTOBER ISSUE OF Redbook The Magazine for Young Adults 7,500,000 PRIMARY READERS

20th Century-Fox presents "THE BEST OF EVERYTHING" CINEMASCOPE · COLOR by DE LUXE · STEREOPHONIC SOUND

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York last night for Hollywood.

•

MARTY WOLF, sales manager of Altec Service Co., will leave New York on Monday for the Coast, with six stops scheduled at key cities enroute.

•

WINSTON BARRON, Paramount Pictures Canadian public relations director, will return to Toronto today from New York.

•

JULIAN BLAUSTEIN, producer of M-G-M's "The Wreck of the Mary Deare," arrived in New York yesterday from Hollywood.

•

BERT ORDE, of *Redboow,* will leave here over the weekend for the Coast.

•

HARRY BELAFONTE will leave New York tomorrow on a tour of key cities in behalf of Harbel Productions' "Odds Against Tomorrow."

•

Gary Cooper will arrive in New York on Sunday from the Coast.

Jerry Levine Resigns As Para. Ad Executive

Jerry Levine, Paramount Pictures advertising executive, has resigned from that post, effective immediately.

Prior to joining Paramount, Levine was assistant account executive at Donahue & Coe, servicing the Loew's Theatres account. He had previously been a free-lance advertising consultant in the motion picture industry.

Levine will announce his future plans shortly.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Oct. 12. The next regular issue of the DAILY will be dated Tuesday, Oct. 13.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture In TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

Vogel's 50th Anniversary

(*Continued from page* 1)

duction reestablished on a sound economic basis and tackling the myriad other operating problems that demanded immediate attention on all sides, opportunists moved into attack formation, mounting a stockholders' proxy contest which, had it been successful, would have meant seizure of control of the company, liquidation of its theatrical film assets, at least, and its elimination as a theatrical film supplier.

In a mass display of loyalty perhaps never before equalled in industry history, individuals on all levels rallied to Vogel's support. Those who could afford to do so, purchased stock to vote and many others made personal appeals to to known shareholders to give their proxies to him.

Firmly Backed by Stockholders

The result was an overwhelming vote of confidence by Loew's stockholders for the man and his management.

But even then he was not permitted to give his undivided attention to the still manifold problems of reorganizing his company and effecting the changes dictated by necessity.

A new attempt to seize control of the company was mounted almost at once. This serious diversionary activity again was maintained for months, but in the meantime the benefits of the work already accomplished under Vogel's direction were beginning to be manifested. One operating division after another began to displace red ink with black. At the next meeting of stockholders, dissidents once more were soundly defeated and solid support remained with Vogel's management.

Permitted at last to do his normal work unhampered by financial guerillas, Vogel soon was able to report that every operating division of the company was once more on a profitable basis. The improvement continued and almost concurrent with Vogel's 64th birthday last month, Loew's, Inc., resumed payment of stock dividends.

Vital Force Behind 'Ben-Hur'

Of late, a large part of Vogel's attention, understandably, is being given to the multitude of decisions and the complex of planning attendant upon the launching next month of M-G-M's $15,000,000 spectacle, "Ben-Hur." The production could well prove to be the crowning achievement in Vogel's long and distinguished industry career.

Even now he is at the Culver City studios where so much of his time of late has of necessity been spent. Inquiry revealed that insofar as Vogel, at least, is concerned, his 50th anniversary in the industry will pass without special notice. It promises to be just another day in a very busy career.

Several years after Vogel got his first industry job as a part-time usher in 1909, he was advanced to theatre treasurer and assistant manager in New Rochelle and at the old Seventh Ave. Theatre in Manhattan. A year later, at 18, he was named manager of the old Fulton Theatre in Brooklyn, now demolished.

In the next eight years, Vogel was assigned as manager to a number of other Loew's theatres, including the Palace and Victoria, and at 26 was named manager of the State on Broadway, the circuit's flagship. Two years later he was made a home office executive with supervision over out-of-town theatres. During this time he was concerned with much of the building of the various large, de luxe theatres being constructed then.

Elected to Board in 1939

From there, his rise in executive ranks was rapid. He was elected a director of Loew's, Inc., in 1939; vice-president of Loew's Theatre Realty Corp., vice-president and general manager of Poli, New England Theatre Corp., director of Colorado Orpheum Corp., Moredall Realty Corp., director and vice-president of Loew's Boston Theatres Co., director of Buffalo Theatres, Inc., and others.

He was elected vice-president of Loew's, Inc., in 1942, and was made general manager of the circuit in 1945. With divorcement in 1954, he became president and director of the new Loew's Theatres company. He was elected president of Loew's, Inc., in 1956.

Alan Abeel, 63, Dead; Was Film Loan Banker

Alan C. Abeel, vice-president of the Morgan Guaranty Trust Co., who died in New Rochelle, N. Y., Hospital of a stroke on Wednesday, will be buried from the Larchmont Ave. Presbyterian Church, Larchmont, N. Y., tomorrow morning. Burial will be in Mountain View Cemetery, Saugerties, N. Y.

Abeel, who was 63, was well known in the motion picture financial world, having been in charge of motion picture loans for the former Guaranty Trust Co. branch at Fifth Avenue and 44th Street for many years. Abeel had been assigned to that branch in 1928 and had continued there since.

NT&T Dividend Set

LOS ANGELES, Oct. 8. — The board of directors of National Theatres & Television, Inc., has declared a quarterly dividend of 12½ cents per share on the outstanding common stock of the corporation, payable Oct. 29, 1959 to stockholders of record on Oct. 20.

Benjamin Will Receive Louis Marshall Award

Robert S. Benjamin, chairman of the board of United Artists, has been named a recipient of the Louis Marshall Award of The Jewish Theological Seminary of America, one of the highest awards accorded to laymen by the Seminary. He will receive the award at the dinner of the Seminary's National Patrons Society, Sunday evening, November 1, at the Waldorf-Astoria here. Similar awards will be presented at that time to other American and Canadian civic and religious leaders.



Robert Benjamin

The Louis Marshall Awards are given in memory of Louis Marshall, famed constitutional lawyer, who was chairman of The Jewish Theological Seminary's board of directors from 1904 until his death in 1929. He was widely known for his civic and philanthropic achievements.

Coca-Cola To Be Host At TOA, NAC Banquet

The Coca-Cola Company will again be host to the Theatre Owners of America and the National Association of Concessionaires, at the president's banquet on Thursday night, Nov. 12, which will close TOA's 12th annual convention at the Sherman Hotel in Chicago, it was announced by George G. Kerasotes, TOA president.

Kerasotes said that arrangements for the party, to be held in the Grand Ballroom of the Sherman, were made by Harold Sharp, vice-president of Coca-Cola with the assistance of Charles Okun.

Sydney Markley, vice-president of American Broadcasting - Paramount Theatres, will be toastmaster for the evening's program, a highlight of which will be the awarding of the Star of the Year trophy, presented annually by TOA to the actor or actress TOA deems to have done the most, during the prior year, to enhance the reputation of the industry and assist theatres through performances in top grossing pictures.

AIP Sales Meet Slated

HOLLYWOOD, Oct. 8. — James H. Nicholson and Samuel Z. Arkoff of American - International Pictures, will hold a national sales meeting in Chicago, starting Nov. 13, immediately after conclusion of Theatre Owners of America convention there.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"I am looking forward to block-buster grosses for Columbia's THE LAST ANGRY MAN"

STANLEY WARNER
MANAGEMENT CORPORATION
6425 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

PHONE
HOLLYWOOD 9-3531

EXECUTIVE OFFICES

Mr. Rube Jackter
Columbia Pictures
711 5th Avenue
New York 22, N. Y.

Dear Rube:

Last night I saw a screening of "THE LAST ANGRY MAN". I sat in the screening room for a short one hour and forty minutes enthralled with what I was seeing.

The performances of Paul Muni, Luther Adler and David Wayne are, in my opinion, certain to be nominated for the Academy Awards.

I congratulate Fred Kohlmar the producer, and Daniel Mann the director, for the wonderful job they did with this picture.

I am looking forward to "block-buster" grosses at our Stanley Warner Theatre in Beverly Hills, where I am proud to say we have booked the picture.

Again congratulations to all who made "THE LAST ANGRY MAN".

Sincerely,

Pat R. Notaro

PAT R. NOTARO
ZONE MANAGER



COLUMBIA PICTURES presents
A FRED KOHLMAR PRODUCTION

PAUL MUNI • DAVID WAYNE
in
THE LAST ANGRY MAN

with BETSY PALMER • LUTHER ADLER • CLAUDIA McNEIL • JOBY BAKER

Screenplay by GERALD GREEN based on his novel • Adaptation by RICHARD MURPHY
Directed by DANIEL MANN • Produced by FRED KOHLMAR

MPA Ad Unit

(*Continued from page* 1)

ups with beer and wine, and so sought the presidents' guidance. A similar result followed consideration of the subject by the committee several months ago.

Advocates of the beer and wine tie-ups point out that Oklahoma recently voted "wet," leaving Mississippi the only state in which the sale of alcoholic beverages is prohibited. They also argue that in many states beer and wine are sold in grocery stores and similar shops, giving them almost a "grocery status," and that some independent producers favor such tie-ups and can effect them regardless of organized industry attitude.

Some Fear Consequences

Those opposed profess to see potentially serious public relations consequences and feel that the industry stands to lose more by such tie-ups than can be gained.

The committee heard a report on the status of industry sponsorship of next year's telecast of the Academy Awards by Charles Simonelli, chairman. There has been no change in the situation, with Univeral remaining adamant against participating. The committee feels that the proposal that exhibitors share in the $840,000 cost, to take up the slack, should be explored on the highest levels.

Eric Johnston, MPAA president, told a press conference in Hollywood early this week that he would discuss the subject with American Congress of Exhibitors leaders, possibly next week.

Benefits for All Seen

The advertising-publicity directors committee feels that exhibitors benefit as much from the Academy Awards publicity and promotion as do producers-distributors and, if they became contributors to its cost, they would also have a voice in whatever arrangements were made for next year's telecast and broadcast.

The committee unqualifiedly feels that industry sponsorship should be continued and the Awards program should not be thrown open to outside commercial sponsorship. If the latter were the case, the committee reminded, stars making an appearance on the program would have to be paid, and therefore far fewer could participate and still permit the sponsor to hold his budget within reasonable limits.

Treats All Media

The committee went over the final form of the questionnaire which it hopes to send to 12,000 to 13,000 exhibitors by Oct. 15. It is designed to supply the advertising - publicity directors with specific information calculated to help them produce the most wanted as well as the most effective film advertising for newpapers, publications, radio, TV, press books, promotion aids and other forms of film merchandising.

The questionnaire is a project of the MPAA ad-publicity committee and the ACE committee on advertising.

The Last Angry Man

CONTINUED FROM PAGE 1

most happily and almost inevitably, he persuaded Paul Muni to essay the starring role as the doctor. Here then is Muni in his first screen role in 12 years, and that in itself must be a reason for rejoicing, for Muni must rank in the very forefront of great performers of his period. That Muni makes of Dr. Sam Abelman a living, vibrant personality who will walk off the screen into the hearts and minds of all who see him, is a fact to be emphasized in the selling of the film.

Kohlmar took his cameras, his crew and his players into the heart of the Brownsville section of Brooklyn, where the good doctor actually lived, practiced and suffered, and that down-at-heel, shabby, crowded, slum-like area becomes the teemingly authentic and bitingly effective backdrop for the story of Dr. Abelman. Green himself wrote the screenplay from his novel and did the job with the authority of a man who knew precisely what he was doing. Richard Murphy did the adaptation. Daniel Mann, who is among the best in this genre of motion picture, brings to the direction warmth and honesty and a high degree of skill.

Supporting Muni are David Wayne, as the TV producer who seeks to save his career with a television show based on the daily life of the doctor, and learns much of human values from his contact with Muni. Luther Adler is a fine and entertaining Dr. Vogel, Muni's best friend, and Betsy Palmer, Joby Baker, Joanna Moore, Nancy Pollock and Billy Dee Williams all contribute excellently.

JUST RECENTLY the National Legion of Decency took almost unprecedented action in releasing a specific comment on "The Last Angry Man," in connection with its rating of A-1 on the film. The Legion recommended it as "an inspiration to people of all races and creeds, and noted that "the self-sacrifice and dedication to humanity which characterize the life of the protagonist are intellectually rewarding as well as heart-warming." The exhibitor may well make use of that unusual tribute.

The story from the opening moment is deeply appealing, as it delineates the doctor's angry pursuit of his faith in his profession, his sacrifice for his patients, inclusive of the hoodlums of the area whom he calls "galoots," but of whose physical and mental health he considers himself the guardian. He first resents Wayne's attempt to make him the "hero" of the TV show, but finally agrees. Yet in the final moments, the call of a patient, a young Negro tough who had undergone a brain tumor operation, proves too much for an aging heart, and the doctor dies despite the frantic, heart-broken efforts of Adler to save him. Wayne loses his show, and his job, but emerges from the experience with a new strength, a newly reinvigorated approach to the future, the better for having known the doctor. Heavy sentimentality weights the conclusion unduly, perhaps, but audiences generally do not find this an objection.

Here is a fine, moving, warm and utterly human portrayal, by a great actor. Its values are powerful and its acceptance should be in equivalent terms.

Running time, 100 minutes. General classification. Release, in November.

CHARLES S. AARONSON

Lewis, Sybert Added to Md. Convention List

Special to THE DAILY

BALTIMORE, Oct. 8.—C. Ferdinand Sybert, Attorney General for the State of Maryland, will be among the speakers at first fall conference of the Maryland Theatre Owners Association, at the Emerson Hotel here next Wednesday, John G. Broumas, Association president, announced. Particular interest will be evinced in Sybert's remarks, Broumas said, because Maryland was one of the states whose legislature this year passed a modified censorship bill and debated additional operating license fees for theatres.

Another additional speaker will be Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation for United Artists. Lewis will speak on showmanship, and take part in the ticket-selling forum.

MPA Sales Heads, Ad Men to Hear Marcus

The Motion Picture Association's sales managers and advertising - publicity directors committees are scheduled to consider the area business-building plan developed by Ben Marcus throughout Wisconsin, with a view to cooperating with exhibitors in other regions who wish to put the plan into operation in their territories.

Marcus described workings of the plan in Wisconsin to a Compo meeting here several months ago, at which time it was proposed that he take it up with the sales managers committee in order to obtain backing for it in other territories. James Velde of United Artists, chairman of the sales managers committee, agreed to a meeting of his committee with Marcus on Oct. 21. The latter will be in New York from Milwaukee then to attend the annual meeting of Compo, of which he is a triumvir, representing Allied States.

Velde asked the MPA ad-publicity directors committee to attend the meeting also for consultation on the Marcus plan and the proposal for making it available elsewhere about the country.

Miss Dee No. 1

(*Continued from page* 1)

the biggest impression at their box offices, named, along with Miss Dee, Ricky Nelson, James Garner, Curt Jurgens, Lee Remick, John Saxon, Sidney Poitier, Ernie Kovacs, Kathryn Grant, and Carolyn Jones.

Out of the 10 winners six—Miss Dee, Nelson, Garner, Miss Remick, Kovacs, and Miss Jones—made their acting marks in television first, suggesting that the TV studio has now become the most fertile testing ground for new talent for the theatre screen. Nelson and Garner have indeed been major attractions on TV for years and have taken time out for only an occasional theatrical film.

Two of the ten winners—Saxon and Miss Grant—were directly discovered and developed by the motion picture studios. Poitier, of course, hails from the Broadway stage.

Jurgens is already an established star in Europe, and U.S. exhibitors think so highly of him they feel he will soon occupy an equally prominent position among the moviegoers over here.

As in all the polls in recent years the exhibitors made exceptional acting talent a prime requisite in their selections. They also laid great stress on appeal to the teen-age audience.

Filmack Brochure on Merchant Holiday Tie-In

Filmack Trailers has released a 12-page holiday business brochure called "A Merchants' Holiday Money-Making Sales Manual." The booklet contains ideas for increasing a theatre's holiday income and is so designed that it can be taken directly to a community's merchant for perusal of its many advertising features. All of its promotional ideas are prepared so that both the theatre and merchant will benefit from them.

The brochure contains a merchant's holiday greeting plan, details of a sponsored Kiddie's Show, Thanksgiving and Christmas giveaways, three different types of holiday merchants ads, a holiday fire-prevention film to be sponsored by an insurance company and many other ideas. The promotion manual, incorporated in Filmack's November *Inspiration*, is available free to all theatre managers.

'Tamango' Grosses Big

"Tamango," a Hal Roach release grossed a big $22,000 in its first week at the Roosevelt, Chicago; $12,500 at the Denver in Denver; and $8,200 at the Paramount in New Haven, the company reported.



TRAILERS

really are!

Joan Crawford, Martha Hyer and Diane Baker, Stars of the 20th Century - Fox release, "The Best of Everything".

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

Television Today

Who's Where

Alex Leftwich, veteran director of commercial and industrial films, has joined MGM-TV in New York, it was announced by Bill Gibbs, director of MGM-TV's commercial and industrial film division. Leftwich will direct commercials and industrial film produced at the east coast MGM-TV Studios, headed by Leslie Roush. Leftwich was formerly head of production in New York for Jam Handy.

□

Edward H. Armsby has been named director of sales promotion and presentations for the Television Bureau of Advertising, Norman E. Cash, president of TvB announced. Armsby was formerly with Ketchum, MacLeod and Grove, Inc. as an account executive.

□

Peter Yaman has been named assistant sales manager for NTA Spot Sales, it was announced by Donald J. Quinn, division sales manager. Yaman was previously with the Adam Young Co. as eastern sales manager.

Ella Fitzgerald Set As Garry Moore Guest

Songstress Ella Fitzgerald, The Dukes of Dixieland jazz combo, and comedy magician Mr. Ballantine will join regulars Marion Lorne and Durward Kirby on "The Garry Moore Show" Tuesday, Oct. 13 (CBS Television Network, 10:00-11:00 P.M., EDT). An Allan Funt "Candid Camera" vignette also will be presented.

For the opening production number of the show, scenic designer Charles Lisanby has created an unusual setting composed of front pages taken from more than 100 of the country's leading newspapers. The song is "Good News."

Rank Seeks $2.8 Millions For TV Relay Expansion

From THE DAILY Bureau

LONDON, Oct. 8. — Arrangements for raising £1,000,000 ($2,800,000) by the issuance of 6¼ per cent debenture stock of Rank Television and General Trust were announced by Lord Rank at the annual meeting of the Rank Organization here today.

The proceeds of the issue are required to finance the company's expansion program, particularly in the field of audio and television broadcast relay.

Gielgud to Star on 'Big Party' Dec. 17

Sir John Gielgud has been signed to appear on the CBS Television Network's "Big Party by Revlon," Thursday, Dec. 17 (9:30-11:00 P.M., EST). Sir John, who is currently playing on Broadway in his hit production of "Much Ado About Nothing," will provide a dramatic interlude during the 90-minute entertainment special. The host and other stars of this party will be announced shortly.

"The Big Party by Revlon" premieres tonight (9:30-11:00 P.M., EDT), with Rock Hudson acting as host to a star-studded list of guests, including Tallulah Bankhead, Sammy Davis, Jr., Matt Dennis, Lisa Kirk, Carlos Montoya, Mort Sahl and Esther Williams.

Created by Goodman Ace

Goodman Ace is the creater and chief writer of Revlon's 15 hour-and-one-half "Big Party" specials to be presented this season on the CBS Television Network. Revlon will also sponsor five hour-long specials on the network this year.

UA to Release

(*Continued from page* 1)

agers here. He said the program represents the greatest concentration of top quality product offered by UA over a three-month period.

The seven double "A" attractions, in order of scheduled release, are: D.R.M.'s "The Wonderful Country"; Harbel Productions' "Odds Against Tomorrow"; Hecht - Hill - Lancaster's "Take a Giant Step"; Stanley Kramer's "On The Beach"; Edward Small's "Solomon and Sheba"; Jurow-Shepherd's "The Fugitive Kind" (limited engagement) and Joseph Fields' "Happy Anniversary."

James R. Velde, UA vice-president in charge of domestic sales, presided at the two-day meetings with Heineman.

'Gigi' Gross $816,670 In Chicago 1st-Run Date

"Gigi" has completed its first-run in Chicago with a total box-office gross of $816,670 in 65 consecutive weeks, MGM reported here. The Academy Award winner opened July 8, 1958, at the Harris Theatre where it played for 24 weeks on a reserved seat basis. It then moved over Dec. 23 to the Cinestage, still as a reserved seat attraction, and remained until Feb. 25 when it moved into the Loop Theatre on a continuous run basis.

Run Ended Sept. 30

The engagement finally ended Sept. 30.

In the two roadshow theatres, "Gigi" grossed $435,057 and added another $381,613 at the Loop Theatre's continuous run.

Foreign Films Slated By S. F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 8.—Fourteen feature films including several prize winners from Europe have been officially accepted for showing at the third San Francisco International Film Festival Nov. 11-24 at the Metro Theatre, it was announced today by Irving M. Levin, festival managing director.

Italy will have two entries. "European Nights" will open the festival. The following night Roberto Rossellini's "Il Generale Della Rovere" which won a Golden Lion of Saint Mark at the recent Venice festival will be screened.

Throughout the two weeks, the San Francisco Festival will premiere a new picture each night at 8:30 with repeat performance on the following night at 6:30.

Important films scheduled for screening are such features as Satyajit Ray's third Indian drama of his trilogy, "The World of Apu" and the French drama "Toi, le Venin."

Among other pictures included are an omnibus feature from Czechoslovakia, "Five Out of a Million"; a Yugoslavian prize winner titled "A Non-Scheduled Train"; a new Polish drama "Lotna"; a festival favorite from Greece, titled "A Matter of Dignity," and the official color film from Mexico titled "Santa Claus."

There are offerings from the Orient, including Japan's "The Hidden Fortress," and China's offering from Hong Kong, "The Tragedy of Love."

'Pillow' Sets Records Despite N. Y. Rainstorm

The two heavy rainstorms which hit New York early Wednesday evening failed to dampen the enthusiasm of patrons for Universal's "Pillow Talk," which did record opening day business at both the RKO Palace and the new Murray Hill Theatre here.

At the Palace the take was $7,472 for the day and at the Murray Hill, $2,460. The Palace, according to Harry Mandel, vice-president of RKO Theatres, had the biggest opening day's business of any film to play the house on a continuous performance basis. Figure was topped only by "The Bridge on the River Kwai," which played on a two-a-day reserved seat basis.

'U' to Distribute

(*Continued from page* 1)

more, Jr., Georgia Moll and Massimo Girotti, it was announced yesterday by Milton R. Rackmil, president of Universal.

Plans are being set for a United States and Canadian release next summer with an important national promotional campaign, it was reported at the same time by Henry H. Martin, general sales manager of Universal.

"The Cossacks" is an Italian-French co-production of Vanguard, Faro and Explorer Film Companies of Rome and CFPC of Paris.

Subject Matter

(*Continued from page* 1)

ent pre-selling" of all product in order to achieve box office results. The prolific producer, who acknowledged freely that it is virtually impossible to determine in advance public reaction to a motion picture, said he will have had 10 features either finished or in work by the end of the calendar year 1959.

Five Finished

The finished films are: "The Sound and the Fury," "The Best of Everything," "The Hound Dog Man," "Beloved Infidel" and "The Story on Page One." Going into work early next month will be "The Billionaire" and "Sons and Lovers." Starting production in December will be "Return to Peyton Place," "Wild in the Country" and "The Hell Raisers."

In reply to a query, Wald declared such a system as the classification of films into groups for adults and children, as is under discussion currently by Eric Johnston, MPA president, is "unworkable" in this country. He indicated that the fact the procedure is practiced in England is of no consequence in the United States. Wald voiced the opinion that a motion picture has never corrupted anyone.

Declaring himself always a staunch advocate of the Production Code, he pointed out that much of a realistic nature could be presented on the screen, if it were done with intelligent care, subtly and by indirection.

Talking New Contract

Wald has two more pictures to make under his present contract with 20th Century-Fox, and he said negotiations are now under way with Buddy Adler, head of 20th-Fox production, looking to a new contract. He anticipates no problem in arriving at terms, he implied, and praised the 20th-Fox studio cooperation, pointing out that the company's talent pool and other facilities are available to him at all times.

He said he has a "stockpile" of same 15 scripts which can be made ready for shooting in short order if necessary and cited that backlog of properties as chiefly responsible for his ability to keep a number of productions in work at one time. "In this business," he said, "we producers cannot be frightened by a failure." He described himself, in his working relations with 20th-Fox, as an "independent dependent." He was emphatic in his contention that it is vitally important that producers seek to develop new personalities, in the talent area, and lauded the 20th-Fox studio for seeking to do just that. He called the 65 personalities the company has under contract a "sound investment in the future."

Strong for Pre-Selling

Coming back to the necessity of consistent, unremitting pre-selling of pictures, Wald explained, "This is the only business I know where the customer pays for the merchandise before he sees it."

He said he has been approached by NBC and CBS to do television programs, but has made no commitments.

BEST' PREMIERE ATTRACTS SPARKLING THRONG!



At world premiere of "The Best of Everything," which debuted last evening at New York's Paramount Theatre, proud producer Jerry Wald and Spyros P. Skouras, 20th Century-Fox president, arrive with their wives. New York City Hudson Celebration benefitted from the premiere.



Hope Lange, one of the stars of "Best" and actor-husband Don Murray are greeted by 20th Century-Fox vice-president Charles Einfeld. "Best" will begin an engagement today at both the Paramount and Trans-Lux Normandie theatres.



Among notables attending are 20th New York branch manager Abe Dickstein (left), RKO Theatres president Sol A. Schwartz and Mrs. Schwartz.



Johnny Mathis, who sings the title tune in "Best," via Columbia Records, obligingly signs autographs.



Bob Evans, another of the stars of "Best," is mobbed by admiring fans prior to the performance.



Pat Cameron, who won a special role in "Best," is escorted by Hearst Magazines executive Robert Hirschberg.



Glamorous Arlene Dahl, star of "Journey to the Center of the Earth," was in the company of handsome husband, Fernando Lamas.



Harper's Bazaar presented spectacular fashion show in theatre lobby which had audiences "oohing" and "aahing."

The sensational business of FIVE GATES TO HELL is the talk of the industry!



The 20th success story is the hottest story in the industry today!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 72 NEW YORK, U.S.A., TUESDAY, OCTOBER 13, 1959 TEN CENTS

Near Deadline

Showdown this Week Is Seen On 'Oscar' TV

Johnston Here for MPA Meeting; May Consult ACE

A final decision on whether or not the Academy Awards telecast next March will be under industry or outside commercial sponsorship is expected to be reached during the visit here this week of Eric Johnston, Motion Picture Assn. president, who arrived here from Washington yesterday.

An informal meeting of as many member company presidents as are available is scheduled to be held at the MPAA board room today to further discuss the subject, but the meeting will not be a formal session of the MPAA board, it was stated.

It is understood that the industry's option on the NBC network telecast-broadcast for 1960 has technically expired, but NBC is asking only that it be given reasonable time in which

(*Continued on page* 4)

L. A. County Is Upheld In Claim Against Todd

From THE DAILY Bureau

HOLLYWOOD, Oct. 12. — Construed as test case of Los Angeles County's right to levy a film tax on negatives, the Superior Court on Wednesday rejected the Michael Todd Co. contention that negatives and copyright are intangibles, granting claim

(*Continued on page* 6)

Schwartz to Managers: Be Part of Community

The obligation of a manager to make his theatre a vital part of his community was stressed by Sol A. Schwartz, president of RKO Theatres, in his keynote talk at a meeting of the circuit's theatre managers held here last week. Schwartz said the

(*Continued on page* 2)

TELEVISION TODAY—page 4

Rowe Appointed Para. Advertising Manager

The appointment of Gerald Rowe, effective immediately, as advertising manager of Paramount Pictures was announced here Friday by Jerome Pickman, vice-president in charge of advertising, publicity and exploitation. In his new post Rowe will work under the direction of Martin Davis, national advertising, publicity and exploitation manager of the company.



Gerald Rowe

To accept his new position Rowe has resigned from the Buchanan Division of Lennen and Newell advertising agency where he was associate supervisor of entertainment accounts. Prior to that he was senior copy writer at Donahue and Coe for two years.

De Rochemont Acquires Italian Film Interest

By VINCENT CANBY

Louis de Rochemont Associates, independent producer - distributor, is expanding its activities in the foreign field with the purchase of a 25 per cent interest in the newly formed Italian production company, International Golden Star of Italy.

The announcement was made at a press conference at the de Rochemont offices here held by F. Borden Mace,

(*Continued on page* 2)

Wald Sees 'Best' Gross $20,000,000; Lauds Adler

Producer Jerry Wald expects his 20th-Fox release "The Best of Everything" to gross $20,000,000 worldwide, which would put it in the same class with "Peyton Place," he said here at the weekend just before he returned to Hollywood. Wald was here on promotional activity for "Best" as well as his recently completed "Beloved Infidel."

At the same time Wald paid tribute to the "valuable cooperation" he has consistently received from Buddy Adler, studio production chief. Wald said Adler has been of great help in the success his films for 20th-Fox have achieved.

Titanus, M-G-M in Deal For Three New Pictures

By JERROLD WEITZMAN

Titanus Films and Metro-Goldwyn-Mayer have completed arrangements for financing and distribution of three new films, Franco de Simone, general manager of the Italian producing company, announced at a press conference here. Details were worked out by the Titanus management with Joseph R. Vogel, president of Loew's, Inc., and Sol C. Siegel, vice-president in charge of production.

Already completed is "The Magistrate," an Italo-Spanish co-production, the print of which was delivered to M-G-M last week, which will distribute in every country but the U.S., Canada, Italy, and Spain.

Now nearing completion in Rome

(*Continued on page* 2)

Summer Uptrend in Theatre Attendance Will Continue Unabated, 'Value Line' Predicts

The uptrend in motion picture theatre attendance enjoyed by the industry this past summer is likely to continue, the Value Line, an invesment survey, reports in its current issue. The publication notes that "in mid-August attendance reached the highest level since the turn of the decade, following an uptrend since early spring of this year."

Underlying economic factors, it adds, suggest the present rise will continue. It predicts that Hollywood "should benefit from the public's rising disposable income, their increased leisure time, and an expanding population in the 15-24 age group."

The survey report also credits the improvement in business to "adult ideas" in several new productions, saying the "greater maturity of subject" in many films has been "enthusiastically received at the box office."

Jackter Plans

Realign Col. Sales Force For Future

Goodman Ass't Sales Mgr., Heavy Product Slate Set

(Picture on Page 3)

Milt Goodman, Columbia Pictures sales executive, has been named assistant general sales manager in a move which Rube Jackter, vice-president and general sales manager, said was demanded by the company's greatly stepped-up production and release program here and abroad.

The post of assistant sales manager at Columbia has been vacant since July, 1957, when Jackter succeeded Abe Montague as general sales man-

(*Continued on page* 3)

Now What About the Confusion Over ACE?

The following statement was issued at the weekend by Horace Adams, president of Allied States, with the explanation that it was intended "to end the existing confusion concerning the attitude of National Allied and its affiliated regional associations on concilation:

"Allied accepted the conciliation plan

(*Continued on page* 6)

Two Film Heads Lose; 1 Wins in U.K. Election

From THE DAILY Bureau

LONDON, Oct. 12. — Two motion picture industry heads were among the Labour Party candidates ousted in the national elections last week which the Conservatives won by a landslide.

Douglas Richards, CEA president, failed to oust the Conservative in Plymouth and Sir Tom O'Brien, general secretary of NATKE, suffered an unexpected defeat in Nottingham, which he has represented since 1949.

On the other hand Eric Fletcher, deputy chairman of Associated British Picture Corp., was re-elected by his Islington constituency.

PERSONAL MENTION

MAURICE "RED" SILVERSTEIN, first vice-president of Metro-Coldwyn-Mayer International, left over the weekend for London.

•

BEN SCHWALB, Allied Artists producer, returned to Hollywood at the weekend from New York.

•

FRED KOHLMAR, producer of Columbia's "The Last Angry Man," has arrived in New York from the Coast.

•

SAM COOK DIGGES, administrative vice-president of CBS Films, and ROBERT LEWINE, vice-president in charge of programs, left here at the weekend for Hollywood to supervise the opening of a West Coast office for the company.

•

MRS. IRVING HATTEM gave birth to a boy, ALEX NOEL, late last week at Jewish Hospital, Brooklyn. Father operates four theatres in the Metropolitan area.

•

DAVID NIVEN arrived in New York yesterday from the Coast.

•

JAMES CURRAN, United Artists sales representative in Kentucky, and MRS. CURRAN on Saturday celebrated their 33rd wedding anniversary at their home in Cincinnati.

•

ANTHONY PERKINS has arrived in New York from Hollywood.

Platt Coordinates Meet

Abe J. Platt, district manager for Balaban and Katz Theatres of Chicago, will serve as convention coordinator for the 12th annual convention of Theatre Owners of America at the Hotel Sherman in that city Nov. 8 to 12, it was announced by George G. Kerasotes, TOA president. Kersotes said that Platt will be made available to work with TOA officers and TOA's permanent staff by David B. Wallerstein, president of Balaban and Katz. Platt performed similar duties in 1955 and 1954 when TOA last held its annual meetings in Chicago.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

DeRochemont

(*Continued from page* 1)

president of the de Rochemont concern, and Carlo M. Rissotto, executive vice-president of the Italian company. Mace will also function as vice-president in charge of production of the new firm.

Has Four for Next Year

Mace reported that the Italian company already has four properties which it plans to put into production next year, with release of the first films starting in 1960 and perhaps carrying over into 1961. The properties, representing an investment of between three and one-half and four and one-half million dollars, include "Blackout in Rome," to be directed by Roberto Rossellini; "The World Ends at 6 P.M.," to be directed by Vittorio de Sica and written by Cesare Zavattini, with an all-star cast; "Voyage of Love," to star Sophia Loren and be directed by Federico Fellini; and "108th Street," which is being written for Anna Magnani and will be made in New York by the de Rochemont company.

Silent Regarding Amount

Both Mace and Rissotto, who is an Italian industrialist whose previous experience in the film industry has been by way of financial investment, declined to specify how much money the de Rochemont investment in the Italian company represented. "It was a cash payment," said Mace, and he added: "Our primary responsibility will be to furnish the American and international stars for the films, which will be international films rather than Italian films."

No distribution outlet for the product has yet been set. Mace declared that de Rochemont would not necessarily handle them in the United States, and that, in fact, negotiations for a U.S. major company release, for one or two or all of the films, are presently underway. The source of the production capital would depend on the outcome of these negotiations, he added.

Believe Deal Is Unique

Mace and Rissotto said they believed that the tie-up between the two companies represented the first time that an American film company was directly involved in the management of an Italian film company on such a permanent basis.

M-G-M Names Sullivan

DALLAS, Oct. 12. — Fred Sullivan, formerly with the Dixie Drive-in Theatres and the Fred Weisb Theatres of Savannah, Ca., is now field press representative for M-G-M here. Sullivan succeeds Norm Levinson, who is now advertising director and general manager of Trans-Texas Theatres in Dallas.

300 Covers, Layouts Set In 'Sheba' Promotion

More than 300 leading publications in every major market of the United States and Canada will feature full-color covers and layouts on Edward Small's "Solomon and Sheba." The campaign, blueprinted by United Artists long before a work print on "Solomon and Sheba" was assembled, will hit major newspapers Sunday supplements and magazines.

UA field exploitation forces in all exchanges areas are coordinating the special pre-release promotion to create word-of-mouth interest in the film in advance of national bookings in December. One of the first in a series of major "breaks" was full-color cover and two full pages in the *Boston Sunday Globe* Magazine Section for Oct. 4. The first wave of color covers and layouts has been timed for mid-October and early November.

Letter Opener Sent In Schneider Drive

A colorful, dual-purpose letter opener has been sent by Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation, to all branch and division managers, bookers and salesmen in connection with the company's "Salute to the President" sales drive honoring Abe Schneider.

In an accompanying letter, Ferguson expressed the hope that the gift will find a permanent place on office desks and will be used to open all those dates that come pouring in from accounts throughout the various territories. He also notes that the letter opener's sharp point "may be used successfully in prodding certain recalcitrant accounts into action."

Schwartz Advises

(*Continued from page* 1)

house manager must give his theatre personality and must command the respect of all with whom he comes in contact. The manager, Schwartz added, must become a part of the local community and participate in its activities.

Nothing should be overlooked by the manager to build up the importance of the theatre, and of himself, Schwartz said.

Harry Mandel, vice-president, who presided at the meeting, announced that there would be special prizes for the managers turning in the best overall results during November, December and January. These prizes will be $250, $150 and $100. The division manager and publicist of the first prize-winning manager will each receive $100. As a special incentive for assistant managers, a prize of $100 will be given to the man doing the best work during the campaign.

Matty Polon, film buyer and booker for RKO Theatres, outlined the product that will play the circuit well into 1960 after which the managers formed themselves into individual groups to discuss their own campaigns on the coming attractions.

Titanus-MGM

(*Continued from page* 1)

is "Battle of the Marathon," a Titanus-Galatea-Luxe Film featuring Steven Reeves and Mylene Demongeot. M-G-M will distribute worldwide with the exception of France, Italy and the U.S. Embassy Pictures is handling the film here as well as in Canada.

The third film is "Fair Bride," production on which will begin in Rome on Oct. 26. Ava Gardner and Dirk Bogarde will co-star and script and direction will be by Nunnally Johnson. The picture is budgeted at $2,250,000. Metro will distribute worldwide with the exception of Italy where Titanus will handle it. "Fair Bride" concerns a priest who loses and regains his calling during the Spanish Civil War.

Titanus is now geared to turn out some 12 to 16 feature films a year, de Simone said, two or three of which will be aimed at the English-speaking market.

He also told the press gathering that Titanus has just formed a television production subsidiary called Titanus-Adriatica, which will make films for the American-European video market. He noted that Italian television outlets were so far on a small scale.

Titanus, which has its own printing press, is now on the market with a movie magazine, equivalent to such American publications as *Life*, called *La Fielar del Cinema* (Fiesta of the Cinema). The first issue was on the stands this September.

De Simone, who had been in this country for some 45 days, departed for Rome on Saturday.

Join in Md. Meeting

BALTIMORE, Oct. 12. — Exhibitors from Virginia and Washington, D. C., will join with those from Maryland in attending the first fall conference of the Maryland Theatre Owners Association at the Emerson Hotel here Wednesday, John G. Broumas, president of the Association, announced.

Ellis Buys Drive-In

A. M. Ellis Theatres, Philadelphia, has purchased the Dix Drive-In Theatre and property on Route 206, Bordentown, N. J., from Michael and Sara Zsizseri. Transaction was handled by Berk and Krumgold, theatre realty specialists here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Scranton Group Seeks To Drop Delaware Suit

Special to THE DAILY

WILMINGTON, Del., Oct. 12. — Dismissal of a stockholder's action is sought in a motion filed in U.S. District Court here by the 800 Corporation of Scranton, Pa.

It seeks to drop its suit on behalf of itself and similarly situated shareholders of Theatre Proceeds Corp., formerly known as Consolidated Amusement Co., Ltd., a Hawaiian corporation, against T.P.C. and against Hialand Development Corp., a Delaware corporation. Under the motion the dismissal would be without prejudice.

Plaintiff asks the court to order that notice of the proposed dismissal be given to all stockholders of T.P.C. and to set the motion for dismissal down for hearing at a time and place to be fixed by the court.

Chief Judge Caleb M. Wright on Wednesday heard oral arguments by attorneys for T.P.C. and for Hialand seeking transfer of the action to the Federal district court in Hawaii.

Plaintiff opposed transfer of the Delaware case to Hawaii, where it would be "subjecting itself to service of process" in a suit there in which it is defendant and W. W. Harber of Oklahoma is the plaintiff.

Cavicchi Heads Boston Legion Theatre Post

Special to THE DAILY

BOSTON, Oct. 12. — Paul J. Cavicchi, Jr. of Film Exchange Transfer, was elected commander of the Lt. A. Vernon Macaulay of Theatrical Post of the American Legion at the annual election of officers. Mark Burston is senior vice-commander; Oscar W. Valli, junior vice-commander, Bill Dooley, adjutant; Joseph Kantor, financial officer; Cyril McGerigle, chaplain.

The executive committee is made up of Abe Barry, Edward Dobkin, Al Goldman, Al Kenney, Pat Healey and Al Thompson. The post is holding its 20th annual installation of officers and dinner dance at the University Club on Nov. 10.

Al Goldman, projectionist at the Beacon Hill Theatre and a past commander of the Post, is chairman of the drive for copper drippings collections and urges other projectionists to save the drippings to give them to the film carriers who are cooperating with the Projectionist Union to take them to the Union headquarters at 35 Winchester Street. The proceeds from the sales of the drippings will go to the Will Rogers Memorial Hospital.



Rube Jackter (right), general sales manager of Columbia, as he introduced Milt Goodman, the company's new assistant general sales manager, to the press.

Columbia Names Goodman

(*Continued from page* 1)

ager. Montague now is executive vice-president.

Jackter said the Goodman appointment begins a major realignment of Columbia's sales department to get it in readiness for selling and distribution of "the heaviest schedule of top-flight product in the company's history."

'Special Approach' Vital

"In today's market," he observed, "you have to plan your sales for every picture. Each requires a special approach. For instance, the block-buster-type, such as "They Came to Cordura," requires one sales plan, which will be entirely different from that which is applicable to the exploitation picture, like 'The Battle of the Coral Sea,' and the 'merchandising' picture, like 'The Tingler,' which is different from both of those."

Jackter remarked that there is a "great diversity" of picture types today and each must have its sales plan individually tailored to help realize its best potential.

Jackter said the times also call for a sales executive who is able to consult with exhibitors of all types, the neighborhood theatre operator as well as the circuit owner, and who is qualified to counsel both on procedures for the improvement of their businesses.

Optimistic Regarding Future

He emphasized that the future for Columbia looks exceptionally bright, with important product lined up to take care of requirements well into the future.

He described Goodman's appointment as in keeping with "our policies of promoting from within and bringing forward the younger men in our organization." Jackter said the new assistant sales manager has been trained in all areas of the company's sales department, having joined Columbia in 1929 while still attending college. After his graduation from City College of New York in 1932 he was made a travelling home office representative in the mid-west division. He was a film salesman at the Des Moines branch from 1936 until entering the Army and serving overseas. After the war he rejoined the company in the short subjects department at the home office. In 1949 he was named general sales manager of the 16mm. department and joined the home office sales cabinet in 1954 as a sales executive.

Favors Field Work

Goodman voiced his appreciation of the opportunity being given him and said he is a great believer in getting out and working with the field force.

Greek Co-Production

Justin-Wilson Productions, Inc. of New York has completed a co-production, "This Side of the River," filmed in Greece in cooperation with Finos Films of Athens. Financing was wholly provided by J-W Prods.

Name Cincinnati Buyer

CINCINNATI, Oct. 12. — Tri-State Theatre Services, with offices here, has assumed the buying and booking for the first-run Capitol Theatre, Ashland, O.

PEOPLE

Murray Lenekoff, assistant to Eugene Picker, president of Loew's theatres, has announced managerial changes in the in-town theatres. **William Klenert,** now at Loew's 175th Street, goes to Loew's Lexington Theatre in Manhattan. **Albert D. Unger** has been appointed manager of Loew's National Theatre, Bronx, while **Howard Levy** moves from the National to Loew's 175th Street in Manhattan. **Robert Cammann** moves from Loew's White Plains Theatre to Loew's New Rochelle Theatre in Westchester. **Robert W. Griffeth** has been appointed manager of Loew's White Plains Theatre in Westchester.

□

Don Ovens, for the past nine years with Capitol Records, is joining United Artists Records as national promotion manager, it was disclosed on Friday by David V. Picker, executive vice-president of the latter organization.

□

William Brower, formerly with Universal in Cincinnati, has been named manager of the Buena Vista branch there, effective Oct. 19.

□

Isabelle Austin, formerly publicity director of the Roxy Theatre and more recently a free lance publicist, has joined the Stanley Kramer unit of "On the Beach."

□

Capt. Harold Auten, American representative of Greater Union Theatres, Australia, is completing the story of his life in the British and American film industries and as an officer in the Royal Navy, which included supervision of World War II convoys entering and leaving the Port of New York.

2 New 'Ben-Hur' Dates

"Ben-Hur" will have its Canadian premiere at the Alouette Theatre in Montreal Dec. 17 and will open at the Lincoln Theatre in Miami Beach on Dec. 23, M-G-M has announced. The world premiere of the picture is set for Nov. 18 at the new Loew's State Theatre in New York.

'Place' At Hall Oct. 22

Warner Bros.' "A Summer Place" will have its world premiere Thursday, Oct. 22, at Radio City Music Hall.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Sales Offices and Warehouses at
Photographic materials of extraordinary quality for over half a century
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Complete Line of Professional Cine Films

Television Today

An Open Letter to Sen. Oren Harris

Chairman Oren D. Harris
Special Subcommittee on Legislative Oversight
House of Representatives
Washington, D. C.

Dear Mr. Harris:

This is the first fan letter (open or closed) I've ever written to a Congressman but, having just read the latest disclosures made by your Special Subcommittee on Legislative Oversight, re the "TV Scandal," I feel I must congratulate on the work you and your unit are doing. For, by your fearless investigation of the (I use the word loosely) current quiz show mess, by your indefatigable pursuit of truth, you may well be changing the entire concept of entertainment as it has been known ever since the first opportunistic and cynical entrepeneurs abandoned the religious connotations of the Mystery Plays.

•

Even more important than the fact that this modestly conducted crusade is rubbing some of the glamor from the image of the egghead-celebrity, that un-American Frankenstein created by the quiz show, is the implication, presumably to be backed up by heretofore oversighted legislation that entertainment can be said to be fraudulent when the people participating in that entertainment are not conducting themselves exactly in the manner in which the audience assumes to be true. For the last 500 years the only way the public has been able to express its dissatisfaction with a "fraudulent" entertainment has been by the tossing of tomatoes, by booing, by tearing up the seats or, most recently by *not* buying a brand of tooth paste which might otherwise have made us all handsome, beautiful and irresistible (which, in effect, twice damns the public).

•

Now it seems that for the first time in history the public is going to be able to seek relief in the courts from morally ennervating, fraudulent entertainment. I cannot tell you, Mr. Harris (D., Ark.), how much I admire this bold new approach to an ancient problem.

The specific disclosures of your special subcommittee would have rocked me to my foundation had I not realized they were necessary to get at the root of the cancer, and also, if I had not heard almost all of them last year. At this writing (Friday), however, my head is still spinning by the testimony printed in the morning papers. There was the callous reply by one witness, who had testified about receiving answers in advance on "Tic Tac Dough" (even that title may bear investigation) that although she may have been "bothered," her conscience had not hurt her. That, Rep. Harris, is the youth of America talking, and to think you and I sat in our kitchens, bars, living rooms (or even Senate dining room), at 12 noon some months back, guzzling beer and eating pretzels in the naive belief that beer was non-fattening and that Miss Van Schnorkler really knew the name of the first pharoah of the XXVIth Dynasty!

•

You and I know that the real importance of your investigations will be in the legislation which will grow out of your new knowledge. We need some laws with TEETH in them. Last night, for example, I saw a not very exciting show called "The Big Party by Revlon," which, we were told, was actually a party given by Rock Hudson for some of "his friends" in a suite at the Waldorf. Well, Mr. Harris, I think I was defrauded. That was really a TV sound stage! And furthermore, I don't believe that all those people there were Mr. Hudson's friends. A lot of them looked suspiciously like dress extras! How about some action? Also you should have a lot of fun with Hollywood films. There was a comedy last year which advertised that 736 laughs had been clocked in the film by an independent research bureau. I clocked 12. And, in that case, I had paid MONEY to get into the theatre. Isn't that fraud?

Well, sir, continue the good work. Press on! And rest assured that the voters (in Arkansas, that is) will not forget you in November, 1960.

Yours truly,
VINCENT CANBY

400,000 MCA Shares Sold Out At $17.50 Each

Public offering of 400,000 shares of common stock of MCA, Inc., placed on the market late last week at $17.50 a share, was oversubscribed and the books closed. MCA and its subsidiaries are engaged in the production and distribution of television film series and in representing artists in various branches of entertainment.

Of the net proceeds from the offering, $6,250,000 will be applied by the company to the reduction of short term bank indebtedness and the balance will be added to working capital. The bank indebtedness was incurred to finance the acquisition of and additions to production facilities of the Universal-International Studios at Universal City, Calif., acquired by MCA in February, 1959, and now operated by the company as Revue Studios.

Consolidated gross revenues of the company during 1958 amounted to $48,429,749 and net income to $4,328,442. For the six months ended June 30, 1959, gross revenues were $30,141,936 compared with $25,987,472 in the corresponding six months of 1958. Net income in the respective half year periods was $2,457,308 and $2,381,154.

Who's Where

George G. Lindsay will become central division director for the Television Bureau of Advertising, with headquarters in Chicago, effective Oct. 19, **Norman E. Cash**, president of TvB announced. Lindsay was formerly vice-president and sales manager in charge of Chicago operations for Weed Television where he was responsible for the addition of many new advertising accounts. He joined the station representative firm in 1953.

□

Henry W. Levinson has been promoted to manager of sales development for the ABC Television Network, it was announced by **Bert R. Briller**, director of sales development. Levinson joined ABC in 1956 as a member of the sales development staff of the radio network. In 1958 he moved to the television network's sales development department.

□

Amram Nowak has been appointed assistant program director for WABC-TV, it was announced by **A. L. Hollander, Jr.**, program director for the flagship station.

Gruenberg Named V.P. Of NTA International

Leonard S. Gruenberg has been named vice-president of NTA International, Inc., Harold Goldman, president of NTA International, announced. In his new post Gruenberg will be responsible for the sale and distribution activities of "Windjammer" and the development of future Cinemiracle enterprises and productions.

Gruenberg joined National Telefilm Associates last February as coordinator of national sales for TV. Two months ago he was transferred to NTA International where he became general manager of the theatrical division.

Before joining NTA Gruenberg was with the production and distribution organization Gross - Krasne - Sillerman, Inc., where he was vice-president.

Buys Charleston House

CHARLESTON, West Va., Oct. 12. —Albert Aaron has purchased, for an undisclosed sum, the Kearse Theatre here.

'Oscar' Show

(*Continued from page* 1)

to sign a commercial sponsor in the event the industry does not renew. Indications are that a decision could not be delayed more than a few weeks additional, at the most.

As matters now stand, there appears to be little likelihood of Universal changing its position against putting up money for the 1960 Awards telecast. The company was adamant in its stand last weekend as Milton R. Rackmil, president, left here for Hollywood with no further discussion of the subject between himself and Johnston believed to have been scheduled. However, a telephone consultation would be possible, of course, at any time.

May Consult ACE

Johnston told a press conference in Hollywood last week that he planned to explore the possibility of costs of the "Oscar" telecast being borne by exhibitors. With that in view, it is possible that officials of the American Congress of Exhibitors might be sought out for consultation and advice this week.

Trade observers, however, see little likelihood of any substantial sum being raised through exhibitor donations unless the leading circuits appropriate and contribute enough to make up whatever is needed. They point to the inability of exhibition to raise more than about $150,000 in a two-year effort to get the all-industry business-building campaign under way last summer and the summer before. The exhibitor commitment, mostly in pledges, not cash, was insufficient to start the campaign. Distribution had agreed to match whatever exhibition contributed.

Also pointed to are the various unsuccessful efforts which have been made in the past to raise enough exhibition money to finance new and additional product and to buy up distributors' film libraries to prevent their being sold to television.

Share Would Be $150,000

It is estimated that Universal's share of the "Oscar" telecast and Academy Awards financing would be about $150,000. The telecast itself runs to $610,000; there is an additional annual contribution of $150,000 for Academy maintenance and a $90,000 deficit left from last year's telecast. MPAA member companies have contributed one-quarter of one per cent of their domestic gross to make up the annual fund.

Originally, Warner Bros. also voted not to go along with the "Oscar" telecast financing for next year, but changed its stand after Johnston succeeded in persuading Jack L. Warner, president, to go along with the majority.

There is still the possibility that the MPAA member companies favoring the sponsoring for another year will agree to make up the deficit in some other way. Failing that, it is understood that Oldsmobile, which previously sponsored the "Oscar" telecast, is ready to take it again.

AMERICA'S PREMIERE CONVENTION and TRADE SHOW FOR MOTION PICTURE THEATRE OWNERS

THEATRE OWNERS OF AMERICA

TOA

12th ANNUAL CONVENTION & TRADE SHOW

SUN.-THURS., NOV. 8-12, 1959

HOTEL SHERMAN, CHICAGO, ILL.

Where YOU Can Discuss With the Best Minds in Exhibition, Distribution and Production

- THE PRODUCT SITUATION
- BUSINESS BUILDING AND TICKET SELLING
- WHAT HOLLYWOOD IS THINKING & DOING
- IMPROVING OUR PHYSICAL THEATRE
- WHAT'S NEW IN CONCESSIONS
- DRIVE-IN THEATRE OPERATION

THE 5 BIG DAYS THAT CAN HELP YOUR THEATRE FOR A WHOLE YEAR!

The Convention YOU Can't Afford to Miss!

For Registration and Reservations

Write, Phone, Wire:

THEATRE OWNERS OF AMERICA

1501 Broadway, New York 36, N. Y.

LOngacre 3-6238

National Pre-Selling

THE pictorial essay of "Joan Crawford at 51" received front cover mention atop the Oct. 5 issue of "Life."

To make photos for this article "Life's" Eve Arnold spent weeks with Joan Crawford, at her home in New York, at the 20th-Fox studio in Hollywood, and even at a Pepsi-Cola board meeting. This was done to get a comprehensive story. Joan plays an important part in "The Best of Everything," soon to be released.

She is seen with Spyros Skouras, Mrs. Frances Spingold, a Nigerian delegation dressed in their native attire, and having a heated discussion with the director of "The Best of Everything."

•

"Pillow Talk," that hilarious comedy starring Rock Hudson and Doris Day, is reviewed in the October issue of "Look."

According to Ross Hunter, co-producer of this U.I. comedy, Rock has been asking for years to do one of those white-tie-and-tail comedies. "When we started this picture, we told him to relax and enjoy himself, and even try out the Texan accent he used in 'Giant.' As a result all of Rock's high spirits came across on the screen."

•

Florence Somers, entertainment editor, and Bert Orde of "Redbook" are sponsoring a cocktail party for the purpose of introducing Charles Thorn, their publisher, and Robert Stein, editor to Hollywood executives and stars. The party will be held on Oct. 16 Friday in the Sun Lounge of the Beverly Hills Hotel at 7:30 P.M.

•

The giant step taken by the hero of "Take A Giant Step," bridges the gulf between adolescence and adult maturity in the opinion of Richard Marek in the October issue of "McCall's."

Spence Scott, a young Negro living in a white New England community, learns the hard way that he is essentially alone in an alien world. It is his acceptance of this fact, along with his awakened knowledge of sex and self-reliance, that makes up the simple plot of this sensitive, beautifully written picture.

•

"But Not for Me" the Paramount film starring Clark Gable, Carroll Baker and Lili Palmer received an upbeat review from Ruth Harbert in the October issue of "Good Housekeeping." An on-the-set photo of three stars in a comedy scene is atop "Good Housekeeping's" entertainment page of this issue.

•

Dressed in the customary translucent veils, habitual to the Queen of Sheba, a photo of Gina Lollobrigida in handsome color leads off the "Solomon and Sheba" story appearing in the Oct. 5 issue of "Life."

The article tells in photos and prose how Gina provided off-set entertainment for the crew of "Solomon and Sheba," which was made in Spain. During breaks in the shooting Gina did not retreat into dressing-room solitude as most stars do. She roved about, took part in a flamenco jam session and wiggled in an American Hula-Hoop.

•

"Ben-Hur," M-G-M's three and a half hour action spectacle, has been recommended to the readers of "Parent's" October issue.

•

A group of fine photos leads off the entertaining and informative profile of Sammy Davis, Jr. appearing in the October issue of "Esquire." Sammy plays a starring role in "Porgy and Bess."

•

It is the opinion of "Life's" reviewer that with such flip talk—specialists as Doris Day, Thelma Ritter and Tony Randall working beside him—box-office idol Rock Hudson might seem to have the solid and square part in "Pillow Talk," put in the movie to pull in the customers and to hold up straight lines. However it works out quite differently—to make Universal's frothy comedy—one of the year's funniest films.

"Rollicking Role for Rock" is the headline for the review on "Pillow Talk" starring Rock Hudson and Doris Day in Sept. 21 issue of "Life."

WALTER HAAS

FEATURE REVIEWS

Timbuktu

Imperial-United Artists

As an American adventurer, Victor Mature heads the cast of exotic characters in this tale of power struggles and divided loyalties in the French Sudan, World War II period. The picture moves rapidly between desert attacks, embattled outposts, oases, and the pleasure palace of an ambitious Emir. Yvonne de Carlo, as the wife of a French commandant wed to duty, provides the love interest for this Yankee way out of his territory.

Since the French, of necessity, have concentrated all available manpower in Europe, the Sudanese are taking the opportunity to get the foreigners out of their country. The champion of their cause is the Mohamet Adani, an Arab holyman. Mike Conway is the U.S. citizen who sells his services to the highest bidder, and is the only link between the opposing forces.

Actually, the Emir is holding the Mohamet prisoner, as the prophet, for the present, favors the French and their upholding of equality, education, and peace. After many a narrow escape, Conway brings the Mohamet to the mosque where he tells the people not to follow the reactionary Emir, who would re-establish slavery and become absolute ruler. During the course of action, the French commander is killed; so is the Emir and his important followers. The officer's wife is now free to marry Conway.

Appropriate to his role as a rake-with-heart-of-gold, Victor Mature appears unruffled when making love for tactical reasons, when disguised as an Arab, when riding through the desert, and when, alternately, holding and being held a prisoner. George Dolenz gives a clear-cut performance of the French soldier to whom country is more important than love, and Yvonne de Carlo is sullen as his neglected wife.

Screeen play is credited to Anthony Veiller and Paul Dudley, while Jacques Tourneur's direction keeps all the strands of the plot integrated. Running time, 91 minutes. General classification. October release.

JERROLD A. WEITZMAN

Counterplot

Odell-United Artists

Modestly conceived and produced, "Counterplot" is an action film which moves along at a clip appropriate to its theme of insurance machinations, intrigue, and murder in a Puerto Rican locale.

The counterplots of the title result from the devilish, though finally vindicated, workings of a lawyer named Bergmann. He is helping out Brock Miller, an American in hiding on the Island, who thinks he's killed a man. At the same time, Bergmann, is negotiating with Ben Murdock, partner of the man Brock believes he murdered. It turns out Murdock completed the assault which Brock began, so as to collect $200,000 insurance money.

An additional counterplot is created by Manuel, a homeless lad befriended by Brock, who begs, borrows, and lies to and for his friend. Manual tries has best to keep Brock from his girl friend Connie, as the boy is afraid of losing Brock, now like a father to him, to the lady.

Forrest Tucker turns in a creditable performance as the innocent, hunted runaway. Gerald Milton, as the Dutchman Bergmann, aside from an unconvincing accent, projects some of the cunning, wit, coolness and masterfulness required by his part. The young boy is played by Jackie Wayne, and Allison Hayes is his opponent for Brock's affections.

Filmed in Puerto Rico, the picture offers some naturalistic shots of deserted beaches and winding streets. The story is by Richard Blake, and Kurt Neumann's production and direction provide the necessary continuity.

Running time, 72 minutes. General classification. Release, in October.

J.A.W.

Allied, on ACE

(*Continued from page* 1)

at the midsummer board meeting in 1957 as a step in the right direction, but not as a substitute for an effective arbitration system. The plan was evolved at all-industry conferences at which Allied was represented by former president Gordon and its General Counsel. The board's approval still stands.

"Since the revival of conciliation by ACE every Allied unit and every leader who has spoken on the subject has advocated giving the system a trial, so that it can be judged by its results. It is obvious that if the plan proves beneficial to exhibitors, no form of opposition can suppress it—assuming there would be anyone wishing to do so. If in the opinion of exhibitors it proves to be of no value, it is doubtful if anything could save it.

"Therefore, it should be understood that whenever an Allied unit announces its support of conciliation it thereby aligns itself with National Allied and the other regionals and is not taking a position antagonistic to them.

"Apparently there are always some who would like to promote discord and distrust in Allied but their present efforts are wide of the mark and will fail as all past efforts along that line have failed."

L. A. County Upheld

(*Continued from page* 1)

to the county for $100,000 in taxes on the negative of "Around the World in 80 Days."

Attorney for Todd is expected to appeal.

Coast 'New Horizons' Will Open Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Oct. 12. — "New Horizons of 1959," a behind-the-scenes exhibition of picture making, will open free to the public Wednesday at the Shrine Exposition Hall here for a run of six days.

Designed as an effective public relations presentation for the motion picture industry and sponsored by IATSE unions with the Hollywood AFL-CIO Film Council, the exhibit will demonstrate the work of the crafts in film and live exhibits.

Union participation is under the supervision of George Flaherty, IATSE international representative, with Al Firestone, publicist.

Lewis to Meet Press

HOLLYWOOD, Oct. 12. — Roger Lewis, United Artists vice-president in charge of advertising and publicity, will discuss plans for local and global presentation of "Solomon and Sheba" to press representatives at luncheon meeting in Perino's on Friday. Among those attending will be UA vice-president Max Youngstein, producer Edward Small and director King Vidor.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 73 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 14, 1959 TEN CENTS

Make Preparations

Allied Girds For Minimum Wage Battle

Ask Regional Units Prepare Full Information on Bill

From THE DAILY Bureau

WASHINGTON, Oct. 13. — Preparations for organized opposition to the proposed new Federal minimum wage legislation among Allied States members are disclosed in a memorandum released by Abram F. Myers, Allied chairman and general counsel.

The legislation on which action is expected during the next session of Congress would include theatres and would set a minimum of $1 per hour for theatres grossing less than $750,000 annually, and minimums of $1 to $1.25 an hour over the ensuing four

(*Continued on page 2*)

Columbia Sets Program To Aid Young Players

From THE DAILY Bureau

HOLLYWOOD, Oct. 13.—Columbia Pictures will allocate $100,000 over the period of the next 12 months to an intensive industry and consumer campaign designed to elevate to positions of stardom the studio's young contract players. The decision to launch the program was made following meetings at the studio between

(*Continued on page 6*)

Allied Artists Reports Loss for Year at $60,000

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — Allied Artists has reported a loss of $262,499 for the fiscal year ended June 27 last, after provision of $60,000 for possible additional federal income taxes on the prior year's income. This compares with a loss of $1,189,688 for the preceding fiscal year.

Gross income in 1959 was $15,365,-

(*Continued on page 7*)

TELEVISION TODAY—page 6

Fox Regional Ad-Pub Managers Keep In Touch Via New Weekly Newsletter

Twentieth Century-Fox's twenty-two regional advertising and publicity managers have instituted a weekly newsletter, coordinated by the company's home office, which will enable each field representative to keep abreast of advertising, publicity and exploitation trends in each of the company's 38 national exchange areas.

Charles Einfeld, vice-president, announced the plan yesterday.

By the new process, ideas and formats, devised for specific areas in the U.S. will be made available to other areas. In this way, he said, there will

(*Continued on page 7*)

Adler Set as Speaker At TOA Chicago Meeting

Buddy Adler, executive in charge of production for Twentieth Century Fox, will be the principal speaker on production-distribution day at the 12th annual convention of the Theatre Owners of America in the Hotel Sherman in Chicago, Nov. 8 to 12, it was announced by George G. Kerasotes, TOA president.

Adler has been asked to speak about his views on the future of the industry, and the Hollywood outlook for the 1959-60 period. Kerasotes dis-

(*Continued on page 7*)

Fellerman Resigns As Astor, Victoria Manager

Max Fellerman yesterday announced his resignation as general manager of the Astor and Victoria Theatres, operated by Lopert Films, subsidiary of United Artists, Fellerman's resignation is effective a week from Friday. He will announce his new affiliation shortly.

Ilya Lopert, president of Lopert, said he accepted the resignation with regret, adding that "he has accomplished an outstanding job in the

(*Continued on page 7*)

Cartlidge Promoted by Associated British

From THE DAILY Bureau

LONDON, Oct. 10. (By Air Mail) —W. Cartlidge, general manager and a director of Associated British Cinemas, has been promoted to the position of assistant managing director of the company.



W. Cartlidge

Cartlidge, who has been with Associated British Cinemas for a number of years, was, in 1949, appointed as assistant to D. J. Goodlatte, managing director of ABC. Three years later

(*Continued on page 7*)

Screen Producers Guild Now Seeking Stronger Voice in Industry: Blaustein

By RICHARD GERTNER

Intensive efforts are presently being made by the Screen Producers Guild to strengthen its powers and thereby give its membership a "stronger voice" in the industry, producer Julian Blaustein said at a press conference here. Blaustein, in New York for promotion of "The Wreck of the Mary Deare," his new film for M-G-M, is a first vice-president of the SPG.

With its present set-up, Blaustein explained, the SPG is at a particular disadvantage in the industry in regard to the possibility of sales of post-1948 films to television by the major companies. Producer members of the SPG are interested in residuals in pictures they made while staff producers at the studios. "As matters now stand the producers will receive nothing if and when these sales to TV materialize," he said.

This is in contrast to the strong positions of the other guilds (writers, actors, and musicians) which can negotiate for rights to the residuals. The difference, he pointed out, is that the other guilds are recognized as unions

(*Continued on page 3*)

In Next 10 Days

Plan Further Efforts on TV 'Oscar' Show

Johnston, Company Heads Meet; No Sponsoring Yet

Additional efforts to continue the Academy Awards telecast under industry sponsorship will be made during the next 10 days, a period regarded as an informal deadline for notifying NBC-TV in time for it to line up another sponsor in the event the industry drops the telecast.

This was decided at a conference of five company presidents and representatives of other member companies of the Motion Picture Association with Eric Johnston, president, here yesterday.

Although American Congress of Exhibitors officials may be sounded out on the prospects of exhibitor financial participation in the telecast sponsorship costs, as suggested by Johnston

(*Continued on page 6*)

Champion Quits Para. As Publicity Manager

Burt Champion, Paramount Pictures' publicity manager since 1954, yesterday announced his resignation, effective Nov. 6. Before assuming the post of publicity manager, he served as Paramount publicity representative for newspapers, magazines, radio, television, and trade papers.

Prior to his Paramount affiliation, Champion held publicity posts with Lynn Farnol Associates, the Rivoli Theatre here and United Artists. He will announce his future plans shortly.

125 At Luncheon for Sid Blumenstock

About 125 industry advertising-publicity executives and other trade associates of Sid Blumenstock attended a luncheon at Sardi's yesterday to wish him well in his new post as vice-president of Charles Schlaifer advertising agency in Hollywood, which he will assume this week.

With Taylor Mills, public relations

(*Continued on page 6*)

PERSONAL MENTION

SAMUEL J. BRISKIN, Columbia Pictures vice-president in charge of West Coast activities, and ARTHUR KRAMER, his executive assistant, have arrived in New York from Hollywood.

•

EUGENE PICKER, president of Loew's Theatres, returned to New York yesterday from the Coast. JOHN MURPHY, executive vice-president, returned last Thursday.

•

FRED GOLDBERG, United Artists national director of advertising-publicity, has returned to New York following conferences at the studios.

•

IRVING H. LUDWIG, president of Buena Vista, has returned to New York from the Coast.

•

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president, has returned here from Hollywood.

•

WILLIAM G. REICH, general sales manager for American International Export Corp., foreign division of AIP, has returned to New York from a world-wide tour.

•

HERMAN D. KENIN, president of the American Federation of Musicians, was in Cleveland on Monday from New York.

•

I. J. SCHMERTZ, retired branch manager for 20th Century-Fox in Cleveland, has returned to his home in Miami after having visited the Ohio city to aid in the Skouras Sales Drive there.

•

JACK H. HARRIS, producer of "4-D Man" for Universal release, will leave here today for Atlanta and other key cities of the South.

•

LEONARD MOSLEY, film critic of the *London Daily Express*, has arrived in New York from London via B.O.A.C.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

Allied Girds for Wage Battle

(*Continued from page* 1)

years, and with overtime provisions after 46 hours the first year and scaling down to 40 hours in the fourth year, for theatres grossing over $750,000.

Noting that the pressure for passage of the legislation will be greater next year, Myers asks Allied regional units to request their members to prepare specific information on how the bill would affect them for presentation to members of the Senate and House committees. He said the information, which is wanted before January when Congress reconvenes, should include "statements supported by figures of receipts and operating costs, if possible, showing clearly what the effect of the increased salaries will be."

He said the statements should include the number of part-time employes receiving less than $1 an hour "who do not compete in the general labor market" for any of several common reasons. Copies of the information asked for should be retained by the exhibitors providing it "for later use in writing their congressmen and senators when and if word goes out for a general letter writing campaign."

Theatre Owners of America also informed its members recently of plans for an organized fight against the proposed new minimum wage legislation as applied to theatres.

'Solomon' Set to Reopen Remodeled Capitol Here

Edward Small's "Solomon and Sheba," starring Yul Brynner and Gina Lollobrigida, will have its New York premiere at the new Loew's Capitol Theatre in late December, as the inaugural attraction following the theatre's million dollar renovation, it was announced yesterday by William J. Heineman, vice-president of United Artists, and Eugene Picker, president of Loew's Theatres.

Both U.A. and the Capitol are observing their 40th anniversaries this year. It was on October 24, 1919 that the Capitol opened with UA's first film, "His Majesty, The American," which starred Douglas Fairbanks, one of the four founders of the company.

Johnston to Speak

BALTIMORE, Oct. 13. — Eric Johnston, president of the Motion Picture Association of America, will address an audience of approximately 12,000 teachers during the opening session of the 93rd convention of the Maryland State Teachers' Convention here Thursday afternoon. His topic is "We Must Put Our Best Minds Forward."

Brandt Drops Drive-in

Brandt Theatres has relinquished its lease on the Portland Drive-in Theatre, Portland, Conn. The owners, Joe and Ted Markoff, of Markoff Bros. Theatres, Colchester, Conn., have resumed operation. Fred McNaughton has been named resident manager.

Moss on Compo Staff

Alec Moss, veteran exploitation man, has joined the Compo staff to handle a special assignment, it was announced yesterday by Charles E. McCarthy, Compo information director. Moss began his duties yesterday.

Negulesco Forms Outfit; To Release Thru U.A.

Jean Negulesco has formed his own independent production organization which will release through United Artists, it was announced yesterday by the distribution company. As his first independent venture Negulesco will produce and direct "Apple Pie Bed," in which Maurice Chevalier will play one of the starring roles. Production is scheduled to begin in Europe early next year.

A veteran Hollywood director, Negulesco has to his credit such films as "Three Coins in the Fountain," "Johnny Belinda," "How to Marry a Millionaire" and "Daddy Long Legs." His most recent picture is "The Best of Everything."

Arthur Loew Becomes Theatre Producer

Arthur Loew, former president of Loew's, Inc., and a veteran of 40 years in the motion picture industry, has entered the producing ranks of the legitimate theatre. For his initial venture, he has joined forces with the Theatre Guild and will co-produce with them the play by Lonnie Coleman, "Jolly's Progress."

Loew is now president of Pembroke Productions, film producing company, and hopes to divide his time between films and plays in the future.

Mrs. Goldwyn a Speaker

Mrs. Samuel Goldwyn, who has been representing her husband at premieres of "Porgy and Bess," will address the Women's Press Club in Washington today prior to the premiere of the picture at the Uptown Theatre. The event is sponsored by International Student House and the foreign Service Council under the patronage of Mrs. Dwight D. Eisenhower.

Admissions Decrease in U.K. for 2nd Quarter

From THE DAILY Bureau

LONDON, Oct. 13. — Total theatre admissions in Great Britain for the second quarter of 1959 were 153,000,000, which is 20 per cent less than the same period a year earlier, the Board of Trade revealed today.

The smallest decline was shown in London and the Southeast, which is perhaps explained by the high proportion of larger theatres and the fact that commercial television has operated there for the longest period.

Gross takings for the period were £17,500,000, a 16 per cent decrease from a year earlier. The statistics relate to 3,721 theatres operating with a seating capacity 3,540,000.

Final results of the 1958 annual report show that, although gross takings were £9,500,000 less than 1957, net takings were £1,300,000 higher. Exhibitors share of this was £42,100,000, an increase of 2.6 per cent over 1957.

British films again improved their position in the home market with gross rentals for 1958 at £8,400,000, up six per cent from the previous year. Foreign films grossed £13,000,000, three per cent below 1957.

Rites Held for Fine, Pioneer Exhibitor, 74

Special to THE DAILY

CLEVELAND, Oct. 13.—Funeral services have been held here for Sam Fine, 74, pioneer film theatre operator of Cleveland until 1940, when he entered the real estate business. He died last week in Los Angeles while visiting his daughter Mrs. Theresa Garfield. He is survived by his wife, Rose, three sons, two sisters and two brothers, one of whom is Meyer Fine, president of Associated Theatres circuit.

Bronston and Farrow Terminate Association

John Farrow, who was to direct "The Sword and the Cross," has ended his association with the film's producer, Samuel Bronston, Bronston announced yesterday.

Here for conferences with new directors, Bronston will also see Sonja Levien, co-author of "The Sword and the Cross," and scenario writer. Bronston stated that set construction is near completion in Madrid.

WANTED

Motion Picture Theatre Manager with previous road show experience for deluxe operation in New York State. Reply giving complete resume, your salary requirements and references to:

Box 1014, MOTION PICTURE DAILY, 1270 6th Avenue, New York 20, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

SPG Seeking

(*Continued from page* 1)

whereas the SPG is primarily a "management" association.

Members of the SPG feel, according to Blaustein, that all creative contributors to the films in question should participate in any profits. If the other guilds get participation rights, then the SPG is prepared to agitate for the same, he said.

Blaustein made it clear that his organization is not seeking to become a labor union but wants to have strength as a bargaining agency to protect its rights. To do this the SPG will have to present the facts to a National Labor Relations Board. Blaustein would not venture to predict any possible outcome of such talks.

Favors Residuals

The producer said that he himself would like residuals in films he made as a staff producer at 20th Century-Fox in 1950 and after. Today he is an independent, and as such will naturally be involved from the very beginning in any talks regarding sales of his own films to TV.

Speaking of the status of the producer today in Hollywood, Blaustein said he has much greater authority now than in the past "when he earns it."

He said there is only one kind of producer who is "truly independent," defining him as "the one who puts up his own money." "The minute you share in the funds of others," he added, "you give away part of your autonomy. Even when the contract gives you 95 per cent control, you find the other five per cent can be a block in some ways."

Cites Goldwyn, Disney, Wallis

He then named Samuel Goldwyn, Walt Disney, and Hal Wallis as three of the very few who are "independent producers" in the real meaning of the term.

Another goal of the SPG described by Blaustein is the development of a public relations program for the entire industry. "This is a terrible lack we suffer," he said, "especially when compared with what has been done in such other industries as automobiles, meat and sugar." He feels the SPG can make progress in this.

As for "The Wreck of the Mary Deare," the producer said it is only the first of a projected program for M-G-M. He will next make "Lady L," starring Gina Lollobrigida and Tony Curtis, and follow that with "Four Horsemen of the Apocalypse" and "Spinster."

Defends Title

Questioned about the title and the possibility that it is "weak," he defended it on three major grounds. First, those concerned with the decision to use it, like it. Second, it tells a story of the picture without giving details and has a "good entertainment rhythm for the kind of audience that will react best to the story." Third, the story comes from a book of the same title published in 45 countries and serialized in the Saturday Evening Post.

M-G-M Nice Place to Work, Producer Blaustein Finds

High praise was accorded M-G-M in an interview here by Julian Blaustein, who has just produced "The Wreck of the Mary Deare" at that studio and plans to make several other films there.

M-G-M, he said, not only has the "finest physical plant in the industry" but gives the independent producer a "good deal" in all respects. "They have a great respect for the producer at M-G-M," he added, "and provide a pleasant atmosphere in which he can work."

'Pillow' Sets Records; Ahead of 'Imitation'

"Pillow Talk" is rolling up record business for Universal in initial engagements in Chicago, Cleveland, Detroit, Buffalo and New York the company reported here yesterday. In some cases it is ahead of "Imitation of Life."

In New York, "Pillow Talk" is heading for $50,000 in its first week at the RKO Palace, which will be an all-time high for a continuous run policy. At the new Murray Hill, where it is playing day-and-date, the film did $19,500 rated as tops.

In Chicago at the United Artists Theatre the film set an all time U-I high with opening day business at $9,315. At the Hippodrome in Cleveland business through Monday night hit $20,735. The first three days at the Michigan in Detroit topped "Imitation" with $18,500, and in Buffalo "Pillow" did $14,500 in four days at the Lafayette.

'FBI Story' Grosses Surpassing 'Rio Bravo'

Opening in 200 theatres over the past week-end, "The FBI Story" registered grosses well ahead of "Rio Bravo" and second-week holdovers have been assured in every situation, Warner Bros. said yesterday.

A cross-section of week-end grosses for the film includes: Stanton Theatre, Philadelphia, three days, $17,459, with $25,000 week indicated; RKO Memorial, Boston, five days, $22,739, with $30,000 week anticipated; Allen, Cleveland, five days, $19,538, with $24,000 week in sight; Stanley, Pittsburgh, five days, $16,335, with $18,500 week expected; Stanley, Baltimore, three days, $12,031, with $17,000 week forecast; Strand, Hartford, three days, $5,806, with $10,000 week indicated; Paramount, Denver, four days, $15,889, with $23,500 expected.

Skouras Memorial Set

LOS ANGELES, Oct. 13. — A memorial service marking the fifth annual anniversary of the death of Charles P. Skouras, National Theatres circuit executive, will be conducted Sunday at St. Sophia Greek Orthodox Cathedral following liturgy at 11 A.M.

New Newspaper Strike Is Feared in Detroit

Special to THE DAILY

DETROIT, Oct. 13. — There is considerable uneasiness among theatre exhibitors concerning the newspaper situation. The last shut-down lasted but a few days when the NLRB obtained an injunction against the Mailers and Typographers unions which were quarreling as to jurisdiction.

While the matter is now before it, it is feared when these procedures are exhausted and that the situation will flare up once again around December 1. With all three publishers bound by mutual agreement to close down if only one newspaper is involved, another bitter struggle may ensue at holiday time.

Shopping Papers Started

The Metropolitan Exhibitors of Detroit, the business-building group is prepared to swing into immediate action. One organization publishing local shopping papers, has started another in the downtown area, the "Metropolitan Detroit," aiming to switch over to news coverage immediately if the regular dailies are again halted.

B.V. Slates Release of 27 Disney Short Subjects

Twenty-seven Technicolor short subjects, plus one three-reel feature, all produced by Walt Disney, will be released by Buena Vista in the coming 12 months. This represents a boost of seven films over the same period last year.

Some 13 one-reel cartoons, five two-reel shorts, nine three-reel subjects, and re-release of the three-reel "Legend of Sleepy Hollow," combining Disney and Bing Crosby, comprise the lineup.

'Career' Big in First Boston, New York Dates

"Career has achieved top grosses in its first two engagement, Paramount reported yesterday.

Opening Friday at the Saxon Theatre in Boston, it did a big $13,223 in the four days ending Monday. In New York at the State, it grossed $56,596 for the five days ended Monday.

Set First Dates for 'Mouse That Roared'

Columbia's "The Mouse That Roared" will open at Washington, D.C.'s MacArthur Theatre in Oct. 21, to be followed by a showing at New York's Guild Theatre, Oct. 26.

The film, produced by Carl Foreman, will break in Chicago, Boston and other major cities this November and December.

Perilla Assoc. Moves

Bob Perilla Associates, publicity and public relations firm, has moved its offices to 729 Seventh Avenue here.

PEOPLE

Donald McMaster, chairman of the executive committee of Eastman Kodak Co., has received from the Photographic Society of America its highest honor, its Honorary Fellowship.

□

Charles J. Hirsch, who since 1956 has been vice-president and director of research for Hazeltine Research Corp., Little Neck, N. Y., has joined Radio Corp. of America as administrative engineer on the staff of **Dr. George H. Brown,** vice-president in charge of engineering.

□

Paul Marcelli, recently named operating head of the Leeds Drive-in Theatre, Leeds, N. Y., has leased the Vanderbilt Theatre, four-wall house in Greenville, N. Y., from **Mrs. Harry Lamont.** Both towns are in the Catskills.

□

Arthur A. Porter, vice-president and media director of the J. Walter Thompson Co., has been named chairman of the advertising and publishing group of the United Hospital Fund's 80th annual appeal in Manhattan and the Bronx. The campaign goal is set at $3,000,000.

SAG Regrets but Backs WGA Coast Walkout

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — Expressing some dismay over the strike of Writers Guild of America against 56 film producers here, but pledging support of the walkout, the Screen Actors Guild through its president, Curtis Kenyon, today dispatched to the WGA the following telegram:

"The Board of Directors of Screen Actors Guild regrets the abrupt termination of negotiations, which appeared to be leading to a mutually-satisfactory agreement between the writers guild of America and a group of independent motion picture producers, forcing your guild to take strike action.

"The Screen Actors Guild board fully supports your strike to obtain a fair contract with these producers."

NT&T Won't Produce, Back Cinemiracle Film

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — John B. Bertero, president of National Theatres and Television, Inc., today stated that while discussions have been had with persons interested in producing a picture in the Cinemiracle process, neither NT&T nor its subsidiary, NTA, proposes to produce or finance a production.

This is a reaffirmation of the company's policy announced last spring.

NOW...

"JACK THE RIPPER"

GETS THAT HERCULEAN EXPLODATION TREATMENT FROM JOE LEVINE!



ANOTHER

$1,000,000

CAMPAIGN LIKE THE ONE DELIVERED ON "HERCULES"

- ✓ ATTENTION-NA NATIONAL MA
- ✓ TREMENDOUS EVERY KEY MA
- ✓ AREA-BLANKE
- ✓ COLOR NEWSF
- ✓ BIG NEWSPAI
- ✓ NATION-WIDE VIA HARD-CO
- ✓ SENSATIONAL WITH A SPECI AND 10 NEW S McHUGH AND
- ✓ ALL-OUT MARI MERCHANDIS TOP "HERCULI

NG ADS IN 40
INES!

SATURATION IN
T!

G RADIO!

R ADS!

DISPLAYS!

OK PROMOTION
AND PAPERBACK!

SIC PROMOTION
EW SCORE
GS BY JIMMY
TE RUGOLO!

NG AND
THAT WILL

WE PROMISE

TO DELIVER A CAMPAIGN THAT WILL RIP BOXOFFICE RECORDS TO SHREDS!

EMBASSY PICTURES CORP.

Joseph E. Levine

PRESIDENT



YESSIR . . . THE "RIPPER" IS SET TO CUT A WIDE SWATH ACROSS THE COUNTRY!

TO BE RELEASED BY PARAMOUNT PICTURES

'Oscar' Show

(*Continued from page* 1)

at a Hollywood press conference last week, it is apparent that little emphasis is being placed on the prospects of finding a solution to the problem in that source.

Indications are that the continuing explorations will be almost entirely among the MPAA member companies, including Universal, of course, on the possibility that they all may be inclined to make up the deficit by some special means. The problem arose when Universal and Warners declined to again contribute to the sponsorship cost. Later Warners changed its position but Universal remains adamant.

Yesterday's meeting heard a report from Manning Clagett, MPAA's legislative representative on the status of censorship measures, and in particular the new Pennsylvania censor law which has been stalemated by the tie-up of the state's new budget legislation. Until the latter is adopted no appropriation can be made with which to finance the new censor board and put it into operation.

Seeking Talks with ACE

Efforts were initiated to set a date for the next meeting of MPAA directors with the American Congress of Exhibitors executive committee in the latter part of the month to hear reports of subcommittees on new sources of product, advertising-publicity, progress of conciliation and other matters. A proposed Oct. 23 date appears not to be convenient for some of the ACE representatives and these are being canvassed concerning a more convenient date.

Sarnoff Dinner Funds To Aid Youth Services

Funds raised from the General David Sarnoff testimonial dinner, sponsored by the B'nai B'rith Foundation of the U.S., will implement the work of the Order's Youth Services among the more than 150,000 boys and girls now being served throughout the United States and Canada, according to Samuel Rosen, vice-chairman of the Foundation and executive vice-president of Stanley Warner Corp.

On Tuesday evening, Nov. 10, in the Grand Ballroom of the Waldorf Astoria, 1,500 guests, each contributing $100, will join in paying tribute to General Sarnoff as he receives the Order's highest award, the President's Medal, from Label A. Katz, B'nai B'rith's chief executive. The Medal is awarded by the Order's board of governors to a world-wide figure "whose life work accomplishments makes him a recipient."

musifex co
45 w. 45 st. n.y.c.
industrial
music scoring
ci-6-4061-2

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

MILTON BERLE'S semi-regular NBComeback last Sunday (8-9 P.M.) proved ace-high clowning. Aided by Danny Thomas, Peter Lawford, Lana Turner and a newcomer, Barbara Heller, the program was chockful of witticism, ad-lib banter between Berle and Thomas and an hilarious satire of the "Capone-Chicago Era" during which Miss Heller almost stole the scene with her "gun moll routine." . . . Veep and general sales manager Harvey L. Victor of Jayark Films has named former TV producer-director David M. Kaufman account exec. Jayark's "Bozo The Clown," currently tviewed in more than 100 major markets is blazing the trail for the firm's recently acquired post-fifties feature films which numbers 41. . . . HFH Productions' amazing growth has obliged the outfit to move to 216 E. 49th St. in Gotham where it now occupies an entire floor which is almost triple its former space. . . . Shepherd Bill Gaxton welcomed Jim Barton into the Lambs Club last week with the following quote:—"This great organization, steeped in the tradition of the theatre embraces you, Jim, who, for many years has been and still is so much a part of that tradition." . . . Sports columnist Frank Graham of the (*N.Y.*) *Journal-American* has just completed a new tome, "Third Man In The Ring" in collaboration with Ruby Goldstein which will be published by Funk & Wagnalls.

☆ ☆ ☆

Just about the hottest young comic to hit the TV big time is young Alan King who has been set for 3 guestints on the "Garry Moore CBShow," 5 more on Ed Sullivan's CBSunday niters and may star in a filmed series scripted by Nat Hiken, a situation comedy themed around show biz to be directed by Phil Silvers. With all this going for him, the new King of Comedy may very well be Alan I (the first.) . . . Art Finley, one of the most talented deejays on the West Coast (KABL, Okland, Cal.) has added another chore to his busy sked. He's now doing the daily "Popeye" series TVia KRON and if the moppets could vote he'd be the town's mayor. . . . According to ARBitron figures about 73.4 per cent of New York telecast owners tuned in on at least one of the last three Dodger-White Sox World Series games. . . . Just back from Hollywood, Bob Paige will be one busy hombre from now to Christmas. He's booked for 17 guestints. . . . When she was a high school student in Pittsburgh the lovely Janet Blair was elected "Miss Strawberry Blonde." Next Sunday Janet will star on the NBC-TV spectacular, "Strawberry Blonde" which certainly makes the high school citation OFFICIAL.



Alan King

CNP Names 3 to Posts; Plans 4 New Series

Three executives have been named to top posts with the announcement of four new program series at California National Productions, according to president Earl Rettig.

Tom McKnight was chosen executive producer. He will handle the 39-episode "Pony Express," starring Grant Sullivan, now in its early filming stages.

Frank O'Connor will serve as CNP coordinator of new program development, working under Frank Cleaver. The company's director of business affairs, under Rettig's supervision, will be Marshall Wortman.

Although Rettig did not disclose any details on the four new series, he stated there would be a situation comedy, a mystery adventure, and two western-type shows. Rettig plans to put two other series into production in 1960 as well.

Blumenstock Tribute

(*Continued from page* 1)

director of the Motion Picture Association of America, serving as master of ceremonies, a succession of speakers hewed to the theme of the "Get Rid of Sid" luncheon and presented him with a profusion of "gag" going-away gifts, including a Los Angeles Dodgers' uniform, which the honoree donned at the dais.

Among those making the gag presentations or expressing their sentiments for their former associate were Joseph Levine, president of Embassy Pictures, for whom Blumenstock was an advertising-publicity vice-president before accepting the Schlaifer agency post, and with whom he worked on the "Hercules" promotion campaign; Si Seadler, MGM advertising manager; Harry Mandel, RKO Theatres vice-president; Ed Solomon, 20th Century-Fox exploitation manager; Phil Gerard, Universal Eastern publicity manager; Arthur Mayer, foreign films importer and author; Rodney Bush, 20th-Fox exploitation director; Jerry Pickman, Paramount Pictures advertising-publicity vice-president; Charles Einfeld, 20th-Fox advertising-publicity vice-president; and Charles Schlaifer, who opined that perhaps Blumenstock should be kept in New York, after all, seeing how many were sorry to see him depart.

Saying his farewells and expressing his appreciation of the turnout, Blumenstock said it made him realize he is a "rich man—rich in friends."

Columbia Plan

(*Continued from page* 1)

Samuel J. Briskin, vice-president in charge of West Coast activities, and vice-president Paul N. Lazarus, Jr.

Instead of the average three-year period usually required to bring a young player to stardom, Columbia feels that through the accelerated campaign, which will be launched immediately on a national basis, the star-making process can be achieved in half the time.

Included among the young players are several who have already achieved a measure of stardom—some who are making their first screen appearances and those who have not yet been seen by the public.

Four female players, Jo Morrow, Evy Norlund, Carol Douglas and Margie Regan—and seven male players, Glenn Corbett, James Darren, Michael Callan, Joby Baker, Rian Garrick, Joe Gallison and Steve Baylor are the Columbia youngsters who will be included in the campaign.

Several Methods to Be Used

Among the steps planned in the year-long program will be personal appearance tours where the young players will meet the public and also appear before exhibitor groups, special advertising programs designed to highlight the newcomers and their activities, new art sittings to be done on all young players with art serviced to key daily and Sunday papers through the studio's national feature service; and special news feature stories on all the youngsters.

Of special importance in the star-building program will be the continual exposure of the young actors and actresses in important roles both in the studio's own films as well as in films of the company's various independent producers and in the TV films of Screen Gems, Columbia's TV subsidiary.

The studio feels that it has a potential star in every one of the young players. It is the belief of Briskin and Lazarus that every dollar expended now will be returned many times over in the future, the announcement today stated.

Delaware Suit Hearing

WILMINGTON, Oct. 13.—A hearing has been scheduled for Nov. 10 at 10:30 A.M. by Chief Judge Caleb M. Wright on the motion of the 800 Corp. of Scranton, Pa., seeking dismissal of its action against Theatre Proceeds Corp. and Hialand Development Corp.

Vis. Allied Encourages onciliation Trial

Special to THE DAILY

MILWAUKEE, Oct. 13.—Members Allied Theatre Owners of Wisconn are encouraged by president Edard E. Johnson to make use of conliation to obtain whatever relief ay be warranted for distressed small eatres.

A letter from Johnson, accompanied y information on how to make use of nciliation, states that the Wisconsin llied office has checked with branch anagers of the major distribution mpanies in Milwaukee and received nfirmation from each that the anches have been given "very ematic instructions from their home fices to cooperate and participate to ake conciliation effective."

'Nothing to Lose,' He Says

Reminding exhibitors they "have thing to lose and may gain considable" through use of conciliation, hnson emphasizes that only by tryg it can its effectiveness be deterined. Meanwhile, he noted, Allied's white paper" campaign still is alive d personal meetings have been held ith Wisconsin Congressmen on it, nd their many letters attest to their ncern over this matter and their illingness to do something about it."

Allied Artists

(*Continued from page* 1)

00, compared with $15,977,000 in 958. Domestic and Canadian film ntals declined to $11,055,000 from e 1958 figure of $11,311,000. Forgn film rentals decreased to $4,137,-00 from $4,427,000 in 1958. Total xpenses were reduced from $17,166,-18 in 1958 to $15,567,821 in 1959.

Carry-Forward $1,875,000

As of the end of the last fiscal year A had available for tax purposes a rry forward of losses for the three scal years 1957 to 1959, inclusive, mounting to approximately $1,875,-00, to be applied against future rofits.

Current and working assets, inluding cash of $1,801,000, amounted $10,642,147. Current liabilities mounted to $8,940,000. Bank loans ere $3,640,000, compared with $2,-42,000 at June 28, 1958.

Operations Profitable, Says Broidy

Steve Broidy, president, informs mpany stockholders that AA's curnt operations are profitable and anagement believes that the 1960 scal year will show an improvement ver fiscal 1959. He notes that the reign film rental outlook is bright, line with the company's improved ternational distribution and contined easing of foreign exchange restricons.

The company's annual meeting of ockholders will be held here on Nov. 2, with the election of nine directors s the principal business scheduled. roposed for reelection to the board re W. Ray Johnston, Broidy, George D. Burrows, Roger Hurlock, Sherrill Corwin, Edward Morey, Paul Porzelt, Norton V. Ritchey and Herman Rifkin.

The company's proxy statement shows that in the past year Broidy received aggregate remuneration of $82,384; Burrows, $52,000; Ritchey, $36,400, and Morey, $31,200.

Loan Negotiated

It also discloses that Broidy-Burrows Productions borrowed $1,400,-000 from a bank on a partnership note for the benefit of AA to assist in financing of production for the company. The loan bearing 6 per cent interest on unpaid balances matures July 1, 1960.

Broidy and Burrows also guaranteed personally three additional bank loans to the company in sums of $1,200,-000, $591,000 and $1,200,000. The first matures Dec. 30, 1959; the second, Dec. 1, 1959, and the third, June 30, 1960. Each bears interest of 6% on unpaid balances. For these accommodations, Broidy and Burrows were paid $35,128, one-half to each.

President Bought 9,500 Shares

The proxy statement reveals that Broidy purchased 9,500 shares of AA stock pursuant to an employes' stock purchase plan; Morey, 6,000 shares; Maurice Goldstein, 6,000 shares; and Sam Wolf 5,000 shares. It also reports that Albert Zugsmith owns of record or beneficially 10 per cent or more of the outstanding voting securities of the company, consisting of 96,500 shares of common, or record, and 400 shares of common beneficially.

REVIEW:

Battle of the Coral Sea

Morningside—Columbia

HOLLYWOOD, OCT. 13

THE SUSPENSE OF capture and escape from a prison camp on a Japanese-held island in the Pacific, related with interesting character portrayals and good dramatic action throughout, places this war film in the better box office class.

The film is prefaced with action aboard a submarine commanded by Cliff Robertson, on a reconaissance mission to determine the number, position and identification of Japanese war ships, which paved the way to an Allied naval victory in the South Pacific. In the climax, with integrated authentic battle footage, the well-written screenplay by Daniel Ullman and Stephen Kandel provides a strain of human emotions, with deference to a Japanese point of view regarding war.

Teru Shimada is a standout in his sensitive depiction of an American-educated, Japanese commander seeking information from Robertson on the island which had belonged to Gia Scala's family before Japanese occupation. The story moves with interest under the capable direction of Paul Wendkos, and the fluid editing job delivered by Chester W. Schaeffer.

Robertson registers impressively with his sincere performance, as we follow his exploits from the gathering of information with a periscope camera through the blowing up of his submarine when cornered in Japanese controlled waters and his escape from the Japanese prison camp with the help of Miss Scala, a sympathizer who was being used as an interpreter by the Japanese.

The film was produced as a Morningside Production by Charles H. Schneer.

Running time, 80 minutes. General classification. Release, in November.

SAMUEL D. BERNS

Adler Speaker

(*Continued from page* 1)

closed this was the third successive year TOA had invited Adler to be a principal speaker; in 1957 he was forced to decline due to pressure of business and last year was unable to attend due to illness.

Will Speak Nov. 11

He will speak at the luncheon on Wednesday, Nov. 11, after the convention hears that morning from the sales managers of each of the major distributors on their release plans for the ensuing 12 months.

I.F.D. Acquires Three

International Film Distributors has acquired world distribution rights to three new feature films in a deal with Governor Films, Inc. It covers theatrical and television distribution for all territories outside of the United States and Canada. Pictures included in the deal are: "Devil's Partner," "Teenage Zombies" and "Incredible Petrified World."

To Film 'Nine Coaches'

HOLLYWOOD, Oct. 13.—Mel Ferrer and Dorothy Kingsley, who recently organized Dome Productions, will co-produce "Nine Coaches Waiting," best-selling novel by Mary Stewart, for Columbia Pictures release, it was announced today by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities.

Fox Managers

(*Continued from page* 1)

be a constant exchange of promotional plans and a continuing flow of merchandising projects before the ad-pub managers.

As each new ad-pub manager takes a position (the company is in the process of adding 16 ad-pub managers) he will take part in the round-robin exchange.

"This serves the purpose," Einfeld declared, "of having a weekly conference of all our advertising-pubicity managers. The idea arose at our national sales meeting last month, in which a round-table discussion, held by the managers, provided a wealth of ideas and material which were then put into use around the country.

"It is also intended that the ad-pub managers will be able to communicate the exploitation and merchandising ideas to exhibitors in each of the exchange areas, thereby providing the theatremen with a vast catalogue of promotional tools."

Showmanship Sessions Held

Following the national sales meeting, branch and ad-pub managers have been holding showmanship meetings across the nation to acquaint exhibitors with 20th plans on two levels: plans for the current Spyros P. Skouras Sales Drive and promotional campaigns for forthcoming 20th production between now and the end of 1959.

Meetings will now be held with exhibitors on weekly, bi-monthly and monthly basis to acquaint them with the promotional and merchandising campaigns outlined and working throughout the nation.

Cartlidge Promoted

(*Continued from page* 1)

he was made general manager and a director of the company.

His new appointment will considerably increase the scope of his activities in all sphere's of ABC's extensive operations. In order to fully concentrate on his new assignment, Cartlidge has asked the directors of Associated British Picture Corporation to release him from his duties as a director of ABC Television, with which company he has been associated from its formation.

Fellerman Resigns

(*Continued from page* 1)

operation of our theatres, both here and in other cities."

Fellerman came to City Entertainment Corp. and Lopert Films after many years as an executive of ABC Paramount Theatres and RKO.

Heads 'Beach' Premiere

Actress Lillian Gish will serve as chairman of the sponsoring committee of the American Academy of Dramatic Arts for the benefit premiere of Stanley Kramer's "On the Beach" at the Astor Theatre here Dec. 17. All proceeds from the New York premiere will go to the Academy, now celebrating its 75th anniversary.

"career"

DUAL–PREMIERE SMASH!

SAXON THEATRE
(BOSTON)

CAREER GROSSES AT REGULAR PRICES CAN ONLY BE COMPARED WITH SOUTH PACIFIC AND 80 DAYS AT ROADSHOW PRICES. TURNED AWAY AT LEAST 800 EVERY NIGHT. SENSATIONAL OPENING. CONGRATULATIONS. Ben Sack

NEW LOEW'S STATE
(NEW YORK)

FANTASTIC WEEKEND BUSINESS FOLLOWING IN THE FOOTSTEPS OF THE NEW STATE'S OTHER BIG WINNERS! LOOKS CERTAIN TO BE BIGGEST ATTRACTION ON BROADWAY FOR WEEKS TO COME!

We promised it—and figures prove it!

"career"

IS THE BOXOFFICE SMASH OF THE YEAR!

Call Paramount for the most excitin attraction of your theatre's CAREER

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 74 NEW YORK, U.S.A., THURSDAY, OCTOBER 15, 1959 TEN CENTS

Pickus Says

Joint Efforts Only Hope for Eliminating Ills

Tells Maryland Unit to Pin Hopes on Firms' Honor

Special to THE DAILY

BALTIMORE, Oct. 14.—As long as exhibition continues to sit down with production and distribution to discuss mutual problems "we have a chance of doing something to solve those problems," Albert M. Pickus, chairman of the executive committee of Theatre Owners of America, told the first convention of the new Maryland Theatre Owners Assn. today.

Speaking on the need for organization and the advantages of unity, Pickus said "the solutions to all our problems must spring from these."

"When we walk alone," he said, "we are just a small, single voice, lost

(*Continued on page* 11)

Md. Convention Lauds Schneider's Policies

Special to THE DAILY

BALTIMORE, Oct. 14.—The first convention of the recently organized Maryland Theatre Owners Ass'n., held here today honored Abe Schneider, Columbia Pictures president, by resolution for his confidence in the industry as exemplified by his company's pledge to go "all out" in the production of films and to concentrate upon putting "new life" into the motion picture business.



A. Schneider

The resolution was one of two adopted by the convention, the other expressed the organizations' approval

(*Continued on page* 11)

TELEVISION TODAY — p. 10

Maryland Censors Ban No Film for 4 Years; 'Modify' 19; Call Their Task 'Exacting'

Special to THE DAILY

BALTIMORE, Oct. 14.—In its annual report issued today the Maryland Board of Motion Picture Censors discloses that for the fourth consecutive year it has not banned a motion picture in its entirety. The board did, however, "modify" 19 films in that period.

The report further revealed, during the fiscal year ending June 30, the board reviewed 1,076 original films, more than 5,000,000 feet of celluloid.

Administering Maryland's censorship law is an "onerous and exacting task," the board stated. It demands the "utmost in objectivity and severest control of personal predilections. Each situation must be evaluated on its own merits."

The board noted that recent legislation barring exhibition of "obscene" films to minors under 18 had to be administered by state law enforcement agencies. To check compliance with the censorship law, the board inspected 4,960 films as they were being shown across the state. C. Morton Goldstein is chairman of the board.

New Realignments in Columbia's Sales Staff

Further appointments in the realignment of Columbia Pictures' domestic sales department top echelon were announced yesterday by Rube Jackter, vice-resident and general sales manager. They followed by a few days the appointment of Milton Goodman to the post of assistant general sales manager.

Realignment of the sales cabinet and its members' chief aides, Jackter again pointed out, is in line with the strengthening of the entire sales organization to insure the best distribution of the heaviest schedule of

(*Continued on page* 2)

Rule Film Doesn't Violate Columbus Law

Special to THE DAILY

COLUMBUS, O., Oct. 14. — City officials could not ban "Ten Days in a Nudist Camp" in its recently-completed run at the Fox theatre under the newly-amended anti-obscenity ordinance, city attorney Russell Leach has ruled. He had been asked for an opinion by vice squad members, who took a second look at the film following complaints by members of the Parent-Teacher Association of Immaculate Conception Church.

Leach said the film does not violate the city's law, amended to include motion pictures. Vice squad members found the picture "boring" but not "obscene."

UA Answers Complaint From School on Films

Special to THE DAILY

DETROIT, Oct. 14.—United Artists has officially replied to the Cranbrook School following publication in newspapers of a complaint criticizing refusal of the film distributor to furnish it with product.

In reply, Sydney Bowman, UA branch, manager stated: "We have a policy of not serving non-theatrical accounts that we feel would be in competition with theatres. It is our policy to protect the people who have an investment in theatres against the

(*Continued on page* 12)

Leenhouts Resigns As V.P. of Cinerama, Inc.

Grant Leenhouts yesterday announced his resignation as vice-president in charge of production of Cinerama, Inc. He plans to enter independent production for both the wide-screen processes and television. He has a long term non-exclusive contract as a production consultant to

(*Continued on page* 12)

Cinema Lodge Luncheon Set Oct. 29 at Astor

The first fall luncheon of Cinema Lodge B'nai B'rith will be held Thursday, Oct. 29, at the Hotel Astor, at 12:30 p.m., it was announced yesterday by Alfred W. Schwalberg, president. The luncheon, which will

(*Continued on page* 11)

No Action

Activation of New Pa. Censor Law in Doubt

No Appropriation Yet; Aim At Oct. 26 Adjournment

Special to THE DAILY

HARRISBURG, Oct. 14.—With the state legislature having set Oct. 26 as a target date for adjournment, the status of the recenty enacted censorship law remains undetermined.

No appointments to the board have been made by Gov. David Lawrence, although there is considerable jockeying for preferential positions on the list of prospects and at least one well known film industry name, a former sales executive in the estate, is being mentioned as a possible appointee to the board.

Moreover, the status of the appropriation with which to run the board also is unclear. The legislature still has taken no action on the state's new budget and some believe that until that has been cleared, no appropriation for the censor board would be possible. However, others believe that because the censor legislation author-

(*Continued on page* 2)

Canadian Film Rentals $33,746,765 in 1958

Special to THE DAILY

TORONTO, Oct. 14. — Film rentals from all sources in Canada during 1958 totaled $33,746,765, the Dominion Bureau of Statistics has reported, with theatrical product yielding $25,310,194 or 69.5 per cent of the overall figure.

TV brought in $6,336,346, up from $5,575,414 last year. Film rented for non-theatrical use grossed $393,966.

The report shows that in 1958 there were 49 film distribution companies operating out of 124 exchange offices, compared with the same number of companies and 130 branches in 1957. The year 1955 saw the great spurt in distribution of films to TV and the opening of 16 new companies. The 49 companies employed 1,102 persons and paid out $4,104,677 in salaries and wages during 1958.

PERSONAL MENTION

OLIVER A. UNGER, of National Telefilm Associates, has left here for London and the Continent.

•

HERBERT L. GOLDEN, United Artists vice-president in charge of operations and president of United Artists Television, has arrived in Hollywood from New York.

•

CARLO PONTI, producer, has arrived in New York from Rome for conferences with Paramount officials.

•

ROBERT MOSCOW, manager of the Rialto Theatre, Atlanta, has returned there from New York.

•

SAMUEL T. WILSON, theatre editor of the *Columbus Dispatch*, will leave there late this week for New York.

•

SAM BISCHOFF and DAVID DIAMOND, producers of Allied Artists' forthcoming "The Big Bankroll," will leave here next week for Europe.

•

MRS. GENE NASH, wife of the booker for Rockwood Amusement Co., Nashville, has given birth at her home there to a boy.

•

ALEC GUINNESS will return to New York today from London.

•

DAVE PRINCE, Lopert Films district manager in Atlanta, has returned there from Charlotte.

•

JULIAN BLAUSTEIN, producer of M-G-M's "The Wreck of the Mary Deare," returned to Hollywood from New York yesterday.

•

ABE BERENSON, president of Allied Theatre Owners of the Gulf States, New Orleans, will leave there within a week for Bethesda, Md., where he will enter the National Institute of Health for treatment of a protracted neuro-muscular ailment.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., Atlanta, has left there for St. Louis.

•

WILLIAM CLINE, office manager for Allied Artists in Charlotte, has left there with MRS. CLINE for a vacation in Massachusetts.

•

LEONARD L. ROSENTHAL, counsel and advisor on film buying for Upstate Theatres, Albany, N. Y., has returned there from Israel, where he visited as a representative of the Union of American Hebrew Congregations.

•

NICK JACOBELLIS, managing director of the Heights Art Theatre, Cleveland, has returned there from Europe.

•

EDWARD CATLIN, city sales manager for Warner Brothers in Cleveland, has left there for Normal, Ill., where he will enter Brokaw Hospital for treatment.

WANTED

Motion Picture Theatre Manager with previous road show experience for deluxe operation in New York State. Reply giving complete resume, your salary requirements and references to:

Box 1014, MOTION PICTURE DAILY, 1270 6th Avenue, New York 20, N. Y.



For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

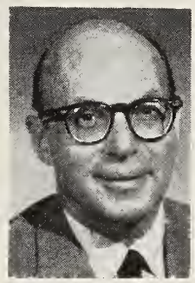
Three Given Added Responsibilities



Jerome Safron



Vincent Borelli



Joseph Freiberg

Columbia Realigns Sales Staff

(*Continued from page* 1)

top-flight product in the company's history.

Jackter said that George Josephs will continue as sales director of the special "Porgy and Bess" roadshow distribution unit, with Daniel Rothenberg remaining as assistant director of the unit.

Three major reassignments announced by Jackter included: Jerome Safron as circuit sales executive; Vincent M. Borelli as sales coordinator in addition to circuit sales; and Joseph Freiberg as administrative assistant to the general sales manager. Safron and Borelli formerly served as home office sales executives; Freiberg has been manager of the sales accounting and sales contract departments.

In addition, Jackter said that a number of members of the home office staff were being promoted to positions of greater responsibility, including: Nat Goldblatt, to be assistant to Goodman; Daniel Weissman, to be assistant to Safron; and Eli Arenberg, to be bidding supervisor.

Jerome Safron has been associated with Columbia since 1932, most of that time in Los Angeles, Minneapolis and Cleveland. After serving as Cleveland branch manager and Western Division sales manager, Safron returned to New York in December, 1957, as home office sales executive.

Vincent M. Borelli joined the company in December, 1930 as a traveling auditor. He was named assistant manager of branch operations in the home office in October, 1937. He transferred to the sales department in November, 1943 and was appointed home office sales executive in November, 1954.

Joseph Freiberg joined Columbia in 1931, starting in the accounting department and later becoming a traveling auditor. He moved to the sales accounting department in 1937 and was named sales accounting manager in 1946. He was given additional duties as manager of the sales contract department in May, 1958.

Joined Company in 1930

Nat Goldblatt has been with Columbia since August, 1930 and has served as assistant manager of the sales accounting department since June, 1955.

Daniel Weissman joined the company in November, 1929 and was appointed assistant manager of the sales accounting and sales contract department in March, 1958.

Eli Arenberg has been with Columbia since October, 1951. He has served as assistant to Nat Goldblatt since August, 1957.

'Sapphire' to Sutton

Universal's "Sapphire" will have its New York premiere at the Sutton Theatre Monday, Nov. 2, the company announced yesterday. The picture follows M-G-M's "Gigi," which at that time will have run for a full year in the theatre.

Pa. Censor Law

(*Continued from page* 1)

izes a $75,000 appropriation, it could be made at any time out of existing funds.

Until the appropriation is made and the board appointed and in readiness to function, the test of the law contemplated by distribution company attorneys could not be initiated, it is assumed here. The test would be in the form of a taxpayer's action challenging the constitutionality of the appropriation, as permitted under state law.

Should that test fail, Pennsylvania exhibitors and distributors still could bring actions every time the censors banned a film. The law empowers the board to take what action it deems fit after a picture has been publicly exhibited thus sidestepping the prior censorship ban upheld by the Supreme Court. This feature of the law is what has caused the gravest concern within the industry, as it could be especially costly to theatres if a picture could not readily be obtained to replace a banned one, and to distributors if costly promotion campaigns were wasted by the banning of a picture immediately following its opening.

Free Speech Seen an Issue

On the other hand, some legal sources are of the opinion that the law's avoidance of the prior censorship feature does not make it valid because it still must meet the constitutional test of the free speech guarantee of the First Amendment, and could just as readily be tested on that basis.

Women's Club Group Honors Goldwyn Today

The New York City Federation of Women's Clubs will present an Award of Merit today, its first since 1949, when Samuel Goldwyn will be given a gold plaque in "recognition for his distinguished contributions to the motion picture industry, and in appreciation of the consistently high standards he has maintained in each of his personally produced motion pictures." The award will be accepted for the producer by his wife, Mrs. Samuel Goldwyn, at a special screening of "Porgy and Bess" at the Warner Theatre.

Since 1903 when the New York City Federation was founded, only nine Merit Awards have been bestowed, beginning with Lady Ralph Paget for heroism under fire in 1916 and including Carrie Chapman Catt, Mme. Curie, Mme. Chiang-Kai Shek and, 10 years ago, to Dr. Lise Meitner for "scientific achievement in the development of atomic energy." Goldwyn will be the first male to receive the honor.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Four New Films Start; 31 Now in Production

From THE DAILY Bureau

HOLLYWOOD, Oct. 14—With the start of four new productions, two at Columbia and two at Warner Bros., and the wind-up of six, the total number of pictures currently in production this week is 31. Of the four starting, two are on location in Europe, and one in Australia.

Started were: "Surprise Party" (A Stanley Donen Production—shooting in Europe); "The Enemy General" (Clover Production—shooting in Europe), for Columbia release. "The Sundowners" (Technicolor production on location in Australia), and "The Crowded Sky" for Warner Bros.

Completed were: "Pollyanna" (a Walt Disney Production for Buena Vista); "Please Don't Eat the Daisies" (Euterpe Production), and "The Day They Robbed The Bank of England" for Metro-Goldwyn-Mayer; "Jovanka and The Others" (Dino De Laurentiis Production) for Paramount release; "Tall Story" (Mansfield Production) for Warner Bros., and "The Threat" an independent production produced by Robin-Rae Productions.

'Angry' Cast Gathers For World Bow Here

More members of the cast of "The Last Angry Man" are assembling here to participate in the world-premiere celebration of the film starring Paul Muni and David Wayne. It opens on Thursday, Oct. 22, at the Trans-Lux 52nd Street and Forum Theatres.

Luther Adler is in the East, alternating between Broadway and Connecticut. Nancy R. Pollock, Billy Dee Williams and Godfrey Cambridge are all on hand for the opening activities, which will be a benefit at the Trans-Lux 52nd Street for Beth-El Hospital, Brooklyn.

Already here have been David Wayne, engaged in a TV spectacular appearance in "Strawberry Blonde"; Daniel Mann, the director, who is staging "A Loss of Roses," William Inge's play; Claudia McNeil, starring in "Raisin in the Sun"; and Betsy Palmer, who is also engaged in special television appearances.

Widespread Coverage For 'Beach' in S. A.

Widespread Latin-American press, radio and television coverage has been set for the South American Dec. 17 premieres of Stanley Kramer's "On the Beach" at Caracas, Venezuela and Lima, Peru. The film is a United Artists release.

Journalists from all parts of South America will be flown to the openings at Caracas and Lima, two of 18 cities on six continents which will have simultaneous world premieres. Reporters and critics from Rio de Janeiro, Panama City, Buenos Aires, Mexico City and other Latin American capitals will cover the events for their local press and radio and television stations.

REVIEW:

The Jayhawkers

Paramount—VistaVision

THE VERSATILE TEAM of Norman Panama and Melvin Frank, writers, producers and directors, who beat a successful path to box office gold with their original approach to a number of subjects, here turn from the comedies and musicals which have been their forte to a little known and little exploited by-path of western history for some fresh and interesting material. That by-path is Kansas in the months immediately preceding the Civil War when the Territory, moving toward statehood, was a battleground of lawless raiders operating under the guise of supporters or opponents of slavery.

Based on the life of one of these raiders, an obscure figure named Luke Darcy who dreamed of carving an armed empire for himself out of the welter of confusion, writers Frank Fenton and Joseph Petracca constructed an original from which Frank and A. I. Bezzerides built an absorbing screen play. Cast as the Napoleonic Darcy is Jeff Chandler, adept at making an incredible character credible. Co-starred with him is Fess Parker who seeks vengeance against Darcy but is overcome by his charm and forgets his mission until the latter's cruelties are shown in their full light. Nicole Maurey is a widowed French woman, seeking a life of freedom on the frontier for her two children and sickened by the killings in the name of freedom.

In able support of these three are Henry Silva as a menacing gunman who is Chandler's principal executioner, jealous and suspicious of Parker's position, who precipitates the final gun battle at the end by proving that Parker has betrayed Chandler and the Jayhawkers to Federal troops.

It is an interesting story made absorbing by the deft direction of Frank and the slow building of suspense as Parker wavers between his hatred of Chandler for having betrayed his wife and his strange attraction for him.

The sense of reality is heightened by the settings and by the VistaVision photography in Technicolor vividly creating the frontier life on the plains and Darcy's hideout in the hills.

It is a western different enough to attract all audiences.

Running time, 100 minutes. General classification. Release, in October.

JAMES D. IVERS

UA, Sabena Set Tie-In To Promote 'Solomon'

United Artists and Sabena Airlines have set a cooperative advertising campaign for Edward Small's Super Technirama-70 production of "Solomon and Sheba" penetrating every major market of the United States, Canada and Europe. The campaign involves a series of newspaper ads featuring George Sanders and giving full credits for the UA release, which stars Yul Brynner and Gina Lollobrigida and co-stars Marisa Pavan with Sanders.

Will Start in 12 Cities

The first wave of insertions will appear in some 25 leading newspapers in the following cities: New York, Cleveland, Houston, San Francisco, Los Angeles, Philadelphia, Dallas, Boston, Pittsburgh, Toronto, Montreal and Quebec.

Book 'Country' Here

United Artists' "The Wonderful Country," starring Robert Mitchum and Julie London, will play its first New York engagement on Oct. 23 at Loew's Metropolitan Theatre in Brooklyn, with "Pier 5, Havana," another UA release.

Silverman Is Host to Businessmen from Chile

Jack H. Silverman, vice-president of UPA Pictures, was host here yesterday morning to James V. Foley of the International Cooperation Administration, Division of the State Department, and six business representatives from Chile who are visiting the United States under the sponsorship of the ICA for a five week study tour of modern marketing and distribution practices and techniques in the U.S. During the morning session at the UPA offices, discussions were held through two interpreters relative to animated film production.

In the afternoon the six representatives, their interpreters and Foley were guests of Silverman at a special screening of "1001 Arabian Nights," the first full-length Technicolor animated feature produced by UPA, which goes into general release by Columbia at Christmas.

Martin Regional Held

TIFTON, Ga., Oct. 14.—Managers of the Martin circuit held a regional meeting here under the direction of Carl Patrick, general manager. Frank Brady, assistant manager, spoke on concessions. This was followed by an open forum.

PEOPLE

Aaron Seidler, Baltimore exhibitor, buyer and booker, has resigned his operational post with the New Albert Theatre in that city to devote all his time to his buying and booking service, which he plans to expand.

□

Joseph L. Jarvis, who became manager of the Palace Theatre, Lake Placid, when that house reopened last spring after a fall-winter closedown, is resigning, effective Oct. 23, to join a Lake Placid automobile agency in an executive capacity.

□

Frank McQueeney, of the Pine Drive-in Theatre, Waterbury, Conn., and **Bruno Weingarten,** of E. M. Loew's Norwich-New London Drive-in Theatre, have been named to the public relations committee of the Connecticut Drive-in Theatres Association.

□

Ed McGlone, city manager for RKO Theatres in Columbus, O., has been named by **Mayor M. E. Sensenbrenner** of that city to be a member of the public relations subcommittee of the Downtown Study Committee. Sam **Shubouf,** Loew's Ohio manager, also is a member of the committee.

□

Charles Slemmer is the new manager of Norman Lewis' Benson Theatre, Philadelphia. He succeeds the late **Al Viener.**

□

Al Boyd, pioneer exhibitor of Philadelphia, has added to his theatre holdings by taking over from **Harold Eskin** the College Theatre in Bethlehem, Pa.

□

Ulrik Smith, Paramount branch manager in Philadelphia, will celebrate his 45th year with the company in November, which will be named "Ulrik Smith Sales Month" in his honor.

□

Harold Patton, booker for 20th Century-Fox in Cincinnati and St. Louis, has been transferred to the Cleveland branch booking department, thus giving the company three bookers in that city.

□

Raymond Bayus has been named assistant manager of the Candlelite-Pix Twin Drive-in Theatre, Bridgeport, Conn., a joint Lockwood & Gordon-E. M. Loew Enterprises operation. **Earl Wright** continues as resident manager.

□

Norman Nadel, theatre editor of the *Columbus Citizen,* for his review of "Hercules," won the $25 first prize in the nation-wide "Story of the Month" contest conducted the Scripps-Howard newspapers.

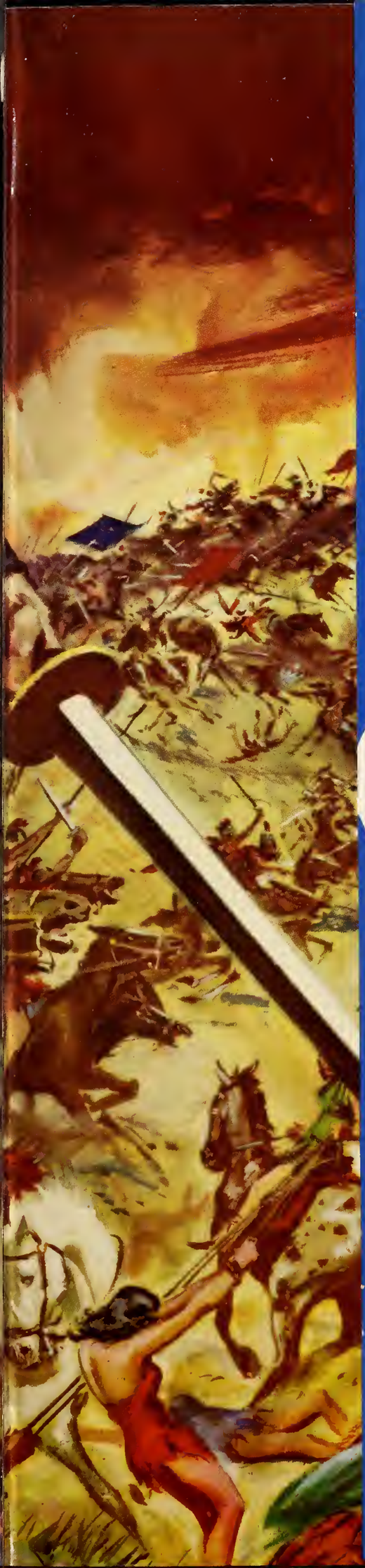
□

Noah Dietrich, for many years an associate of **Howard Hughes,** has been elected chairman of the board of directors of Houston Fearless Corp.

The full tremendous sweep
of unsurpassed spectacle...
the magnitude...might...
magnificence of the world's
most wicked age!

please lift flap





THE SCREEN'S MIGHTIEST!

FILMED WITH A CAST OF THOUSANDS!

IN FLAMING
EASTMAN
COLOR
AND GIANT
WIDE-SCREEN
SUPERCINESCOPE
BACKED BY
MIGHTY
SATURATION
PROMOTION
FROM

Columbia


THE WARRIOR
and the Slave Girl

THE SCREEN'S MIGHTIEST!

FILMED WITH A CAST OF THOUSANDS!

IN FLAMING EASTMAN COLOR AND GIANT WIDE-SCREEN SUPERCINESCOPE BACKED BY MIGHTY SATURATION PROMOTION FROM

Columbia

Litho in U.S.A.

Television Today

British TV Film Series Sales Show Big Expansion of Australian Market

By WILLIAM FAY

LONDON, Oct. 12 (By Air Mail).—Associated TeleVision (ATV), one of the leading commercial TV program contractors here, has already sold £500,000 ($1,400,000) of British filmed series to Australian TV networks. These include the "Robin Hood," "The Invisible Man," "The Four Just Men" and "Interpol Calling" series.

This information was revealed in a statement by managing director of ATV, Val Parnell, who said that the big expansion of Australian TV has meant that Australia now ranks with Canada as the biggest potential overseas market for British programs, next to America. With the growth of the country stations Australia will have around 30 stations within the next two years.

Active in Key Cities

Australia, of course, Parnell added, already represents by far the largest part in the development of ATV's overseas interests. "We have," he continued, "big holdings there in studios, radio and TV stations. The Macquarie Broadcasting Service, in which we are in partnership with Australian companies, is Australia's largest network of commercial radio stations. We also have important interests in three TV companies operating commercial stations in Brisbane, Sydney and Adelaide.

Sees Faith Vindicated

"The fact that ATV is so actively engaged in Australian TV," he continued, "is an indication of the faith which we have in the growth of television as a world wide industry."

"We are already in contact with several television groups in Canada who are among the applicants to become program contractors in the big Canadian population centres. On a small scale, we are also interested in the development of television in such wide apart places as the Caribbean and two areas on the African continent—Kenya and Ghana. In the Caribbean—we have put forward proposals for the installation and operation of commercial TV stations in Jamaica; Trinidad and Barbados.

Special Committee Formed

"Finally, we have submitted a proposal to the Bahamas Broadcasting Commission for the operating of both commercial radio and TV in this area and a special committee has been set up by the House of Representatives to consider this."

Parnell leaves for a three-week tour of ATV's Australian interests on Oct. 24.

Warner, on CBS-TV Oct. 25, To Tell of Sound Pioneering

Jack L. Warner, president of Warner Brothers, who with his brothers, Samuel, Harry and Albert, pioneered in the making of motion pictures with sound, will appear as a special guest on "The Twentieth Century," Oct. 25, 6:30-7 P.M., EST, on the CBS Television Network.

CBS newsman Walter Cronkite is the moderator.

Warner will appear as a guest and will reminisce about those early days in "The Movies Learn to Talk," the story of how sound came to motion pictures and what it did to Hollywood.

Who's Where

Martin Rackin and John Lee Mahin, Hollywood film writers and producers, have been signed to long-term contracts by the National Broadcasting Company to develop, write, produce and supervise television programs for the network, it was announced by David Levy, vice-president, NBC network television programming and talent.

□

Elliott W. Henry, Jr., director of advertising, promotion and press information for the American Broadcasting Company, Central Division, and its owned-and-operated, WBKB, Chicago, has been promoted to the post of ABC Television director of information, Hollywood, it was announced by Michael J. Foster, ABC vice-president in charge of press information. The appointment is effective Oct. 16. Henry replaces Ernest Stern, who moves to CBS-TV as director of press information, Hollywood.

□

Joseph E. Kilmartin has joined Transfilm-Caravel, Inc. as vice-president in charge of business program services, it was announced by William Miesegaes, president of the business communications and TV film production company. Formerly Kilmartin was a vice-president and partner at Depictorama, a similar organization.

Miss Kross on CBS-TV

New York Commissioner of Education Anna Kross will make two appearances on "The Verdict Is Yours," starting Oct. 22, on CBS-TV.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Bueno Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox, UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Technirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AIP—THE BUCKET OF BLOOD: Barbara Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—THE BIG FISHERMAN, c, 70mm: Howard Keel, Susan Kohner
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA, c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Havilland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
PAR—THE JAYHAWKERS, c: Jeff Chandler, Nicole Maurey
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

► NOVEMBER

AA—HOUSE OF INTRIGUE, c, cs: Curt Jurgens, Dawn Addams
AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN: cs: James MacArthur, Janet Munro
COL—TESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
COL—THE LAST ANGRY MAN: Paul Muni, Betsy Palmer
COL—THE WARRIOR AND THE SLAVE GIRL, c, cs: Gianna Maria Canale, George Marsh
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE, c, cs: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
UNI—THE 4-D MAN: Lee Meriwether, Robert Lansing
UNI—SAPPHIRE, c: Nigel Patrick, Yvonne Mitchell
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

► DECEMBER

AA—THE PURPLE GANG: Barry Sullivan
AA—RAYMIE AND THE BARRACUDA: David Ladd, John Agar
COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norland
MGM—LAST VOYAGE: Robert Stack, Dorothy Malone
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
PAR—LI'L ABNER, c: Peter Palmer, Julie Newmar
20-FOX—CONDEMNED PATROL, cs: John Lupton, Zora Radonn
20-FOX—BELOVED INFIDEL, c, cs: Deborah Kerr, Gregory Peck
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—HAPPY ANNIVERSARY: David Niven, Mitzi Gaynor
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UA—ON THE BEACH: Ava Gardner, Gregory Peck
UA—THE PUSHER: Kathy Carlisle, Felice Orlando
UNI—OPERATION PETTICOAT, c, Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

Starting New Theatre

ALBANY, N. Y., Oct. 14.—The corner stone for the 1080-seat de luxe theatre which Neil Hellman is building adjacent to his Thruway Motel, on the outskirts of Albany, will be laid Friday.

Reopen in Troy, N. Y.

ALBANY, N. Y., Oct. 14.—The Bijou Theatre in Troy, N. Y., one of the most modern small theatres in the Albany exchange district, has been reopened following summer close-down.

Kay Acquires Charter

NEW ORLEANS, Oct. 14 — T
Kay Enterprises, independent
tributing company of New Orl
with branches in Memphis and D
has been granted a charter of corp
tion by the secretary of state
ment of Louisiana with Dan
named as president. Other officers
Miss Teenie Yerger, manager of
Memphis branch; Bob Wilkes,
ager of the Dallas branch, and
Dreyfus, the company's special
east field representative covering
key cities of that area.

Television Today

British TV Film Series Sales Show Big Expansion of Australian Market

By WILLIAM PAY

LONDON, Oct. 12 (By Air Mail).—Associated TeleVision (ATV), one of the leading commercial TV program contractors here, has already sold £500,000 ($1,400,000) of British filmed series to Australian TV networks. These include the "Robin Hood," "The Invisible Man," "The Four Just Men" and "Interpol Calling" series.

This information was revealed in a statement by managing director of ATV, Val Parnell, who said that the big expansion of Australian TV has meant that Australia now ranks with Canada as the biggest potential overseas market for British programs, next to America. With the growth of the country stations Australia will have around 30 stations within the next two years.

Active in Key Cities

Australia, of course, Parnell added, already represents by far the largest part in the development of ATV's overseas interests. "We have," he continued, "big holdings there in studios, radio and TV stations. The Macquarie Broadcasting Service, in which we are in partnership with Australian companies, is Australia's largest network of commercial radio stations. We also have important interests in three TV companies operating commercial stations in Brisbane, Sydney and Adelaide.

Sees Faith Vindicated

"The fact that ATV is so actively engaged in Australian TV," he continued, "is an indication of the faith which we have in the growth of television as a world wide industry."

"We are already in contact with several television groups in Canada who are among the applicants to become program contractors in the big Canadian population centres. On a small scale, we are also interested in the development of television in such wide apart places as the Caribbean and two areas on the African continent—Kenya and Ghana. In the Caribbean—we have put forward proposals for the installation and operation of commercial TV stations in Jamaica; Trinidad and Barbados.

Special Committee Formed

"Finally, we have submitted a proposal to the Bahamas Broadcasting Commission for the operating of both commercial radio and TV in this area and a special committee has been set up by the House of Representatives to consider this."

Parnell leaves for a three-week tour of ATV's Australian interests on Oct. 24.

Warner, on CBS-TV Oct. 25, To Tell of Sound Pioneering

Jack L. Warner, president of Warner Brothers, who with his brothers, Samuel, Harry and Albert, pioneered in the making of motion pictures with sound, will appear as a special guest on "The Twentieth Century," Oct. 25, 6:30-7 P.M., EST, on the CBS Television Network

CBS newsman Walter Cronkite is the moderator.

Warner will appear as a guest and will reminisce about those early days in "The Movies Learn to Talk," the story of how sound came to motion pictures and what it did to Hollywood.

Who's Where

Martin Rackin and **John Lee Mahin**, Hollywood film writers and producers, have been signed to long-term contracts by the National Broadcasting Company to develop, write, produce and supervise television programs for the network, it was announced by **David Levy**, vice-president, NBC network television programming and talent.

□

Elliott W. Henry, Jr., director of advertising, promotion and press information for the American Broadcasting Company, Central Division, and its owned-and-operated, WBKB, Chicago, has been promoted to the post of ABC Television director of information, Hollywood, it was announced by **Michael J. Foster**, ABC vice-president in charge of press information. The appointment is effective Oct. 26. Henry replaces **Ernest Stern**, who moves to CBS-TV as director of press information, Hollywood.

□

Joseph F. Kilmartin has joined Transfilm-Caravel, Inc. as vice-president in charge of business program services, it was announced by **William Miesegaes**, president of the business communications and TV film production company. Formerly Kilmartin was a vice-president and partner at Depictorama, a similar organization.

Miss Kross on CBS-TV

New York Commissioner of Education Anna Kross will make two appearances on "The Verdict Is Yours," starting Oct. 22, on CBS-TV.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AIP—THE BUCKET OF BLOOD: Barbara Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—THE BIG FISHERMAN, c, 70mm: Howard Keel, Susan Kohner
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA: c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
PAR—THE JAYHAWKERS, c: Jeff Chandler, Nicole Maurey
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

► NOVEMBER

AA—HOUSE OF INTRIGUE, c, cs: Curt Jurgens, Dawn Addams
AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—YESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
COL—THE LAST ANGRY MAN: Paul Muni, Betsy Palmer
COL—THE WARRIOR AND THE SLAVE GIRL, c, cs: Gianna Maria Canale, George Marche
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE, c, cs: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
UNI—THE 4-D MAN: Lee Meriwether, Robert Lansing
UNI—SAPPHIRE, c: Nigel Patrick, Yvonne Mitchell
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

► DECEMBER

AA—THE PURPLE GANG: Barry Sullivan
AA—RAYMIE AND THE BARRACUDA: David Ladd, John Agar
COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
MGM—LAST VOYAGE: Robert Stack, Dorothy Malone
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
PAR—LI'L ABNER, c: Peter Palmer, Julie Newmar
20-FOX—CONDEMNED PATROL, rs: John Lupton, Ziva Rodann
20-FOX—BELOVED INFIDEL, c, cs: Deborah Kerr, Gregory Peck
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—HAPPY ANNIVERSARY: David Niven, Mitzi Gaynor
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UA—ON THE BEACH: Ava Gardner, Gregory Peck
UA—THE PUSHER: Kathy Carlisle, Felice Orlandi
UNI—OPERATION PETTICOAT, c: Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

Starting New Theatre

ALBANY, N. Y., Oct. 14.—The corner stone for the 1080-seat de luxe theatre which Neil Hellman is building adjacent to his Thruway Motel, on the outskirts of Albany, will be laid Friday.

Reopen in Troy, N. Y.

ALBANY, N. Y., Oct. 14.—The Bijou Theatre in Troy, N. Y., one of the most modern small theatres in the Albany exchange district, has been reopened following summer close-down.

Kay Acquires Charter

NEW ORLEANS, Oct. 14. — I Kay Enterprises, independent tributing company of New Orle with branches in Memphis and Dal has been granted a charter of corpo tion by the secretary of state dep ment of Louisiana with Don I named as president. Other officers Miss Teenie Yerger, manager of Ka Memphis branch; Bob Wilkes, m ager of the Dallas branch, and I Dreyfus, the company's special sou east field representative covering key cities of that area.

Litho in U.S.A.

Joint Efforts

(*Continued from page* 1)

the hue and cry of our business. ut when we walk together with or- anization, we are capable of accomp- shing big things. If our organiza- on is constructive, if it is reason- ble in its recognition of the other an's problems, if it is forceful yet atesmanlike in its approach, its goals nd achievements can be major.

Sees Power in Unity

"And if we have unity, not only mong ourselves but with the other ranches of our industry, we have the ower to do almost anything we set ut to do. Unfortunately, we have ot had such unity in the past. We re achieving a greater measure of it oday through the American Congress f Exhibitors.

"We need the unity and any means hat gives promise of nurturing unity worthy of our support."

Pickus said that as alternate for eorge Kerasotes, TOA president, on he ACE executive committee he has lked with every film company pres- lent and often with every film com- any sales manager during the past ear, and as a result is "convinced hat these men are honorable and ncere."

Stresses Small Theatre's Value

"They are now convinced," he said that the theatre industry and the nall theatres in particular, must be ustained. Although we might not gree with some of their methods nd feel they are short-sighted at mes in their policies, I am equally onvinced that they want to help us nd are trying to help us.

"I know they are concerned about he future and that the days when an xhibitor was an automatic whipping oy for Hollywood is a thing of the ast for our responsible film company xecutives. I say again, they are hrewd, hard business men but they re honorable business men, and the ooner all elements of our industry reat them as such the sooner we will e able to constructively seek solu- ons to our problems."

Says Conciliation Untried

Discussing the revival of industry onciliation in consequence of the CE - Motion Picture Association eetings, Pickus said conciliation had ot been used because "neither ex- ibition nor the film companies had eally tried to make it work." Then, ickus said, the company presidents, n effect, told the ACE representa- ives to "have small theatres ask us ndividually for conciliation; we'll ledge that we'll do everything with- n our power to give them the help that they want through conciliation."

"Take the company presidents at their word," he advised the Maryland exhibitors. "Use conciliation, but don't misuse it."

Pickus continued by describing current and recent TOA activities and projects, such as opposition to post-1948 film sales to television and to toll TV. If the latter were to succeed, he said, "it is likely there would be no movie industry."

He also cited TOA's work against the 20 per cent Federal admissions tax in conjunction with Compo; against state censorship, daylight saving time and minimum wage laws for theatres.

Wants Appeal to Justice Dept.

Future activities, he said, will include work through ACE for increased product supply and "to find means of keeping the best of the post-'48 films in theatrical channels; also to ask the Department of Justice to ease the consent decrees so former affiliates may produce or finance pictures and exhibitors may sit on the boards of film companies."

Pickus said TOA will campaign for theatre exemption from the new Federal minimum wage legislation and will call upon its members "to intercede with your Congressmen and Senators" on the subject. He said TOA also will continue its efforts to "eliminate the unfair competition caused by Army and Air Force theatres playing product ahead of us; will back the Harris Bill for regulation of cable tol TV, will cooperate with Compo on an all-industry research program to determine means of recapturing lost patrons and to retain the present audience.

In addition, he said, TOA will assist its local and regional units in their campaigns for local issues, be they censorship, blue laws, admission tax relief, daylight saving time or anything that threatens the economic life of theatres or on which the state unit needs assistance.

EAST COAST PRODUCTION, EDITORIAL AND TECHNICAL SERVICES, INC.
CREATIVE EDITING AND COMPLETE SUPERVISION RE-EDITING OF FEATURE FILMS AND TV SPOTS VIDEO TAPE SERVICES
JOSEPH JOSEPHSON Circle 6-2145
45 West 45th St. New York 36

Theatre Men's Cash Contest, Feature of National Screen's 40th Anniversary, Opens Today

A six weeks' program to focus attention on the importance of trailers to the maintenance and building of theatre patronage will be launched today as part of National Screen Service's 40th anniversary observance, which runs concurrently.

Tied to the theme of a "Once in a Lifetime Tribute to Trailers," the program will feature a special contest for theatre men with cash prizes for the best entries depicting the importance of trailers to the theatre operation.



Herman Robbins

Herman Robbins, president and board chairman of National Screen, in announcing the contest recently, said it would be open to exhibitors, managers and assistant managers only. The contest will open today and entries illustrating the importance of trailers to theatre attendance may be sent to National Screen in New York up to Nov. 27. The entry may be a statement of any length, a photo, drawing or cartoon, an exploitation stunt, an idea, a newspaper item or any other material or combination of those.

First prize is $1,000, second prize $800; third, $600; fourth, $400, and fifth, $200.

Cite Schneider

(*Continued from page* 1)

of the use of conciliation in handling the problems of small theatres.

Alex Harrison, 20th Century-Fox general sales manager, praised film salesmen present for attending the convention and reproached the absentee branch managers.

In his speech to the convention he said, "We must dedicate ourselves to bringing people back to the theatres through sales ingenuity and hard work." He deplored a lack of full communication between exhibition and distribution as being detrimental to both and reminded that one cannot live without the other.

Philip Harling, Fabian Theatres, N. Y., praised TOA for toll TV. He said, "Toll TV is at least five years away. Meanwhile, we must continue to fight it and never relax our vigil."

Roger Lewis, vice-president in charge of advertising for United Artists, speaking on showmanship, advocated individual selling. "Do not depend upon block busters," he said. "If you do, you'll find yourself in trouble. Think in terms of ideas all the time."

Pleads for Action

Hon. C. Ferdinand Sybert, Attorney General of Maryland, speaking on censorship, declared it's essential for the industry to do something about one type of films appearing today or, he said, the courts will be changing their attitiude towards censorship and the industry will find the pendulum swinging in the direction of earlier years.

He also said: "Certainly, our youthful spectators are entitled because of their age, education and situation in life, to protection against the influence of evil, obscene and immoral movies."

Other speakers included Lamar Sarra, Florida State Theatres, Jacksonville, Fla.; Edward S. Redstone, Northeast Drive-In, Boston, and George Roscoe, director of exhibitor relations of national TOA.

Officers of Maryland TOA are: president, John G. Broumas; vice-president, George A. Brehm; treasurer, Douglas Connellee; secretary, T. T. Vogel.

Cinema Lodge

(*Continued from page* 1)

be attended by representatives of every branch of the amusement industry, will mark the conclusion of Cinema's annual fund-raising drive which comprises the sale of $25 contribution share certificates on behalf of the various B'nai B'rith agencies.

The selection of the winners of a 1959 Cadillac and a second prize, a 21-inch RCA color television set, will highlight the festivities. This year's chairman for the event is Joseph Maharam. Sale of the certificates is limited to 600.

Carreras to Be Guest Of Variety Tent Here

New York Variety Club Tent No. 35 will have as its guest at a luncheon meeting at Sardi's here next Thursday, James Carreras, head of Hammer Films of London, a prominent member of the Variety Tent there.

Carreras will arrive here by plane over the weekend for a visit of about 10 days, during which he will confer with Columbia Pictures home office executives on an extension of Hammer Films' American release deal with that company.

Phila. Manager Shifts

PHILADELPHIA, Oct. 14. — Mike Badami, formerly of the Carman Theatre, Philadelphia, is now managing the Riviera here, currently operating as a film house after having served for many years as a legitimate theatre.

More light + slower burn= lower costs
NATIONAL TRADE MARK
PROJECTOR CARBONS

National Pre-Selling

A PHOTO of Clark Gable appears in the Oct. 12 issue of "Life" in a relaxed mood. It is a production still from "But Not For Me," in which he is facing a great moment of truth. The truth is that he is not 51 or 44 or 41 years of age, as he has been stoutly insisting to justify falling in love with his 21-year-old secretary. He is in hard fact, a middle-aged should-know-better 56.

Actually Gable is an unabashed 58 years old, and he can still make love to lovely ladies on the screen with the same careless grace that entranced Jean Harlow and Greta Garbo a quarter of a century ago.

The luscious Carroll Baker and piquant Lilli Palmer are co-starred with him in this new Paramount film.

•

Jesse Zunser in "Cue's" Oct. 10 issue reports that "Pillow Talk" is one of the liveliest and funniest adult comedies of the year.

It's Zunser's opinion that Rock Hudson quite unexpectedly reveals himself as an excellent actor in light, racy comedy; Doris Day delivers a fine job; Tony Randall again contributes beautifully toward accenting the most hilarious of gags and situations.

This U.I. film is playing here at Rugoff and Beckers new swank and distinguished Murray Hill theatre and at Broadway's venerable RKO Palace.

•

"Grand Illusion," that excellent film of World War I, has been returned to distribution by Continental Films and received a learned and penetrating review by "Esquire's" Kingsley Amis in the October issue.

•

A clever device, a jewel studded can opener developed by Jackie Neben of the promotion department of "McCall's," was sent to the top theatre executives of the nation. It was packed in a jewel case with a gift card publicizing "The Best of Everything." In addition to regular promotional copy, the card carried this message "we are sending you the best opener we could find to celebrate the opening of this brand new, grand new film."

•

A striking color ad on "Pillow Talk," starring Rock Hudson and Doris Day, appears in the October issue of "Redbook."

•

"Take A Giant Step," the sensitive, poignant story of a teen-age boy caught between adolescence and manhood, received a laudatory review from Edwin Miller in the October issue of "Seventeen." The boy in this U.A. film is a Negro brought up in a white neighborhood located in a New England city.

•

"The Inquiring Photographer" ad for "The Best of Everything" appears on the table of contents page in "Good Housekeeping's" October issue.

WALTER HAAS

New Drive-In Screen, Play Equipment To Be Exhibited at TOA, NAC Show

A new plastic-coated drive-in screen, new kiddie area equipment, and methods of converting abandoned theatre properties into commercial uses, will be among the highlights at the all-industry trade show to be staged at the Hotel Sherman, in Chicago, in conjunction with the 12th annual convention of the Theatre Owners of America, starting Sunday, Nov. 8th.

Kerasotes Tells Plans

George G. Kerasotes, TOA president, said the trade show, to be conducted in cooperation with the National Association of Concessionaires, will feature many new ideas and new equipment for theatre owners. The convention will run from Nov. 8 through 12. The trade show will conclude one day earlier, Nov. 11.

Samples of the new plastic coating for screens will be exhibited by George English, Inc., of Berwyn, Pa., along with material on the firm's prism screen, and its Panovision light meter readings for "do-it-yourself" screen comparisons.

Three manufacturers will display their models of kiddie "Karts" for drive-in play areas, which have been hailed as easier and less expensive to install than the conventional miniature trains or midget autos.

Booth for Advice

To capitalize on the current growing popularity of bowling, the Brunswick-Balke-Collender Company will have a booth to advise theatremen how closed theatre properties can be converted profitably into bowling alleys. Officials of the company say they also will tell theatre operators how bowling alleys can be incorporated into the operating structure of their theatre companies, as a means of diversification.

Also exhibiting, Kerasotes said, will be the new Seaboard Premium Comany, with a new line of dishware and cutlery premium items. Seaboard lists Skouras Theatres, Walter Reade, Stanley-Warner and Fabian Theatres among its users.

Kerasotes said that a sell-out of exhibit space is certain for the trade show, and that equipment for virtually all other phases of theatre operation will be shown. Show hours will be from 1 to 6 P.M. daily, and the convention business program has been arranged so that afternoons will be clear for conventionaires to attend the trade show.

Two Student Matinees For 'Ben-Hur' in Hub

Special to THE DAILY

BOSTON, Oct. 14. — With the Boston opening of "Ben-Hur" still more than a month away, the Saxon Theatre has booked their first two student matinees. Special shows will be held at 10:00 AM on Monday and Tuesday, Dec. 7 and 8, with over 900 students at each performance.

The two matinee performances have been reserved by the Watertown, Mass., school system.

These student matinees will be in addition to the 10 regular performances per week, all on a reserved seat basis.

Final Title Chosen

"Wild River" is the final title of Elia Kazan's forthcoming 20th Century-Fox production. The CinemaScope-DeLuxe color release will star Lee Remick and Montgomery Clift. The story is based on William Bradford Huie's novel, "Mud on the Stars."



BIG AD CAMPAIGN for "Solomon and Sheba" New York engagement at Capitol: Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, unveils the ad campaign for the New York premiere of Edward Small's Super Technirama-70 production "Solomon and Sheba" at the new Loew's Capitol Theatre, to UA vice-president William J. Heineman, center, and Seymour Poe, producer's representative. The UA release will be the inaugural attraction at the Capitol when the Broadway showcase is re-opened in late December following a $1,000,000 renovation.

Penny-Day Stunt Is Success in Baltimore

Special to THE DAILY

BALTIMORE, Oct. 14. — The firs two Mondays of "Penny Day" durin October, which is designated "Movi Month" by neighborhood theatre have resulted in substantial boosts a box offices, according to the Allie Motion Picture Theatre Owners o Maryland, which originated the pro motion.

Adults purchasing one ticket as th regular price are permitted to buy second ticket for one cent. The sam regulation applies to the purchase c children's admissions.

An elaborate promotional campaig includes proclamations by Maryland Governor J. Millard Tawes and Balt more's Mayor J. Harold Grady a "October Is Movie Month."

U.A. Answers

(*Continued from page* 1)

people who might hurt them. W choose not to sell them because w feel it is not in the interests of our ow customers."

Milton H. London, president o Michigan Allied, which has been wag ing a battle against non-theatrical di tribution, has publicly said, "Than you, Mr. Bowman, and all other De troit branch managers who are co operating in this matter."

Leenhouts Resigns

(*Continued from page* 1)

Cinerama with the right to creat packages and to produce in the thre strip process.

Leenhouts said he will establis headquarters in Hollywood around th first of the year to begin work on "Th Missile," his own original story, whic is being packaged by the William Mo ris Agency with whom he has an e clusive three-year deal.

Plane Will Carry 112 To N. Y. for 'Ben-Hur'

For the first time, a motion pictur will be included in the entertainmer package for a "show plane." Some 11 visitors from Columbus, Ohio, have re served tickets for "Ben-Hur" at Loew State on Dec. 6 as part of their week long entertainment package in Ne York.

The "show plane" visit was arrange through the *Columbus Citizen*.

Many newspapers throughout th country sponsor "show planes" t bring their readers to New York t see the best attractions that Broadwa has to offer, but previously, they hav lined up stage attractions exclusively

"Ben-Hur" will not open in Colum bus until later in 1960 so the Ne York tourists will be seeing it month before their neighbors.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 75 NEW YORK, U.S.A., FRIDAY, OCTOBER 16, 1959 TEN CENTS

EDITORIAL

Oscar' Telecast

By Sherwin Kane

AS OF the moment, what Universal and other member companies of the Motion Picture Association of America ultimately will do about exercising the industry option to be the non-commercial sponsor of the Academy Awards presentations over television and radio next March, is unknown.

Universal has remained opposed to financial participation in the 1960 event for some weeks. However, its associates apparently have not given up hope of persuading it to alter its position before the deadline expires at the end of next week, inasmuch as an MPAA committee even now is pursuing that objective.

•

Whatever the outcome, there is more industry sympathy with Universal's position than the 8 to 1 (it was 7 to 2 until Warners was persuaded to change its stand) line-up of MPAA member companies would indicate.

The sincerity of Universal's position is beyond question.

Basically, it is simply that in good fiscal times an outlay of approximately three-quarters of a million dollars for the somewhat difficult-to-appraise public relations benefits of an annual "Oscar" telecast is not unreasonable, but in times of economic stress it is less easily justified.

•

In a comparatively good year, and again in a bad one, Universal participated in the financing of the last two Awards telecasts, despite the fact that it admittedly had as little chance as any of participating in Awards honors.

Its chances of doing so this year are substantially improved, and yet under existing business conditions the company still is of the belief that the benefits possible do not justify the expenditure involved.

That opinion must be respected, despite the fact that it could be changed and that it would appear to be a lonely one.

•

Actually, quite a few others agree with Universal. These, however, take the position that, providing MPAA unanimity can be obtained, or some other financial accommodations made, it is as well to go along for the third year of the three-year industry option on the telecast and, when the time comes to make new arrangements, make certain that costs are more in line with tangible benefits to the industry.

From all indications, the 1961 terms —if the industry is to underwrite them—will be vastly different from those that have prevailed for the past two telecasts and the next.

Newsmen Advised to Scrutinize Aims Of Proponents of Film Censorship

Newspaper and book publishers who "give space to advocates of censorship" are advised to scrutinize the aims of these "agitators," especially in relation to the freedoms guaranteed in the First Amendment, in the Compo ad in *Editor & Publisher* that appears tomorrow.

The ad states that the industry "revised its Production Code for the same reason which prompted newspaper and book publishers to change their language—a desire to conform with public attitudes."

Under the caption, "Remember When You Had To Write; 'Statutory Offense'?, the ad says:

"It wasn't so long ago. The police reporter had a long list of offenses which he was not permitted to describe by their proper names. 'Disorderly House.' 'Intimacy.' 'Illegal op-

(*Continued on page* 2)

Loew's Theatres Memo In Tribute to Trailers

A showman's tribute to trailers is paid in the current edition of Loew's Theatres Movie Memo, a bi-weekly pubication issued as a service to editors, columnists and commentators, and edited by Ernest Emerling, vice-president of Loew's Theatres in charge of advertising-publicity.

The extensive comment on the history of trailers and their place in the world of the motion picture theatre

(*Continued on page* 3)

Errol Flynn's Film to Be Released Nov. 6

Joseph Brenner Associates, national distributors of Errol Flynn's picture, "Cuban Rebel Girls," announced yesterday that they had moved up the release date of the film from Christmas Day to Nov. 6.

Flynn, who died of a heart attack in Vancouver Wednesday night will be buried on his ranch in Jamaica, B. W. I., in accordance with his expressed wishes.

Col. Joy Dies at 73; Once a Fox Executive

From THE DAILY Bureau

LOS ANGELES, Oct. 15. — Funeral services for Col. Jason Joy, 73, for 20 years an executive of the old Fox Film Corporation and later of 20th Century-Fox, will be held Saturday morning at First Methodist Church of Hollywood. Interment will take place at Eternal Hills Cemetery, Oceanside.

Mrs. Twyman Urges Churchwomen To Support the Current 'Fine Films'

Support of the "many fine films now being released by Hollywood" was urged upon members of the National Public Relations Committee of the United Church Women by Margaret G. Twyman, MPAA director of community relations, in a symposium conducted here yesterday.

In addition to the film industry, representatives of radio, television, press and visual aids also took part in the symposium on workshops for mass media.

Mrs. Twyman told the group: "Recognizing the potential inherent in the motion picture medium we need more, not less, support from those of you who are actively interested in good film fare for yourselves, your families, and your community.

"With the gradual maturity of this medium, we look to the leaders within our churches for guidance, support and understanding of our problems and our progress in the entertainment industry. Hollywood will always produce the type of pictures which the public will support . . . so it is up to you to indicate your preference in this way . . . because movies *are* here to stay!"

Initial Step

Agree on Test Of New Penn. Censorship Law

Proposed Exhibitor Action Would Bring Quick Ruling

Special to THE DAILY

HARRISBURG, Oct. 15.—An agreement looking to a possible speedy ruling on the constitutionality of Pennsylvania's new film censorship law has been arrived at by counsel for exhibitors and the Attorney General of Pennsylvania, it is reliably reported here.

Harold Cohen, Philadelphia, attorney who has been retained by organized Pennsylvania exhibitors to test the law in the courts, is understood to have reached an agreement with the attorney general to request Chief Justice Charles Jones of the state supreme court to accept jurisdiction in a case to be brought by the exhibitors.

If the chief justice agrees to accept jurisdiction, the exhibitors will cause

(*Continued on page* 2)

Morey on Film Division For Family Fund Drive

Edward Morey, vice-president of Allied Artists Pictures, has been appointed, for the fifth consecutive year, to serve as chairman of the Motion Picture Division of the Community Service Society Family Fund Drive, which starts this week, it was announced by Tom McCance, general chairman of CSS.

On accepting the chairmanship,

(*Continued on page* 7)

Pereira to Be Architect Of Industry's Museum

From THE DAILY Bureau

HOLLYWOOD, Oct. 15.—William Pereira was appointed officially as architect and counsel on the selection of site and construction of the building for the proposed Los Angeles

(*Continued on page* 7)

TELEVISION TODAY—page 7

PERSONAL MENTION

CHARLES SCHLAIFER and SID BLUMENSTOCK will leave here for the Coast today, Blumenstock to remain there in charge of the Schlaifer West Coast office.

•

CHARLES OKUN, head of theatre sales for Coca-Cola, will return to New York today from Baltimore after attending the Theatre Owners of Maryland convention there.

•

CHARLES TERWILLIGER, manager of the Motion Picture advertising department of Macfadden Publications, will return to New York at the weekend from Germany.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, will leave here today for a two-week trip to Europe, during which he will confer with the overseas agents of the company.

•

JOSHUA LOGAN, producer-director of "Tall Story" for Warner Brothers, returned to Hollywood yesterday from New York.

•

DANIEL SKOURAS, of the United Artists foreign sales department, has become engaged to ESTELLE T. JIAVIS of Chicago, singer who will make her concert debut with the Fox Valley Symphony, Aurora, Ill., on Nov. 1.

•

ALAN PAKULA, producer of the forthcoming "Laurette," arrived here yesterday from the Coast.

•

S. E. MORTIMER, partner in the Skyvue Drive-in Theatre, New Orleans, has left there for a three-week vacation in Florida.



Compo's Ad

(*Continued from page* 1)

eration.' 'Embarrassing situation.' 'Advanced state of deshabille.' They fell into place almost automatically.

"Books, too, were full of nice-nellyisms. The rows of asterisks. The dialogue full of 'Dash it all,' 'That blankety-blank scoundrel.' And, if the publisher was exceptionally daring, just a row of dashes within quotes.

Once Accepted Practice

"Quaint as such practices would be now, it wasn't long ago when they were standard in newspaper and book publishing.

"Why were they dropped? Why did newspapers and books become franker, more explicit?

"There is, of course, only one reason. Editors came to realize that such euphemisms, to readers who had lived through the experience of two world wars, were ridiculous. These readers did not want to be treated as children.

"After being belabored for years by newspaper critics as catering solely to the 12-year-old mind, the movies a few months ago revised their Production Code. The reason was the same as that which prompted newspaper and book publishers to change their language—a desire to conform with public attitudes.

Points to 'Usual Outcry'

"Pictures made under the revised code are now being released. From the modern survivors of Puritanism there has been the usual outcry. Even some newspapers have joined in the hullaballoo, giving prominent space to the tirades of fanatics who, if they had their way, would even censor newspapers.

"We suggest that instead of pretending to worry about the morality of the movies, the editors of these newspapers should give careful scrutiny to the aims of these censorship agitators, especially as these aims relate to the freedoms guaranteed in the First Amendment.

Cites High Court Decisions

"Newspapers traditionally have been the first to defend these freedoms. Since United States Supreme Court decisions have repeatedly interpreted the First Amendment's guarantees as applying to movies, as well as the press, we are confident newspapers will live up their great tradition and continue their fight for these freedoms—not only for the press, but for books and for the screen."

Baronet Sets 'Carry On'

The next attraction at the Baronet Theatre here will be "Carry on Sergeant," a British film released by Governor Films.

British Council Holds Film Production Course

From THE DAILY Bureau

LONDON, Oct. 13 (By Air Mail). Film makers from India, Israel, West Indies and Europe are meeting here for a two-week film production course run by the British Council.

The programme covers most aspects of British film production, including television. The producers will hear lectures on feature, documentary, animation, screen writing, music, television, children's films and art direction. Visits will be made to Pinewood and Shepperton studios, to the television studios of Associated Rediffusion and the BBC, and Halas and Batchelor's animation studios.

Dr. Manvell in Charge

Directing the course is Dr. Rogef Manvell, former Director of the British Film Academy and now consultant to the Society of Film and Television Arts.

Set International Music Tie-Up for 'On Beach'

United Artists is launching an international music promotion, including a soundtrack album and several 45 rpm records in its campaign to focus attention on Stanley Kramer's "On the Beach." The all-out music and disc jockey drive will penetrate every major market around the world in advance of the global premieres.

Key elements of the promotion are a soundtrack album from the score of the UA release, and a 45 rpm of "Waltzing Matilda" by the Four Aces, which Decca Records is rushing into release this week. The popular folk tune is the theme song of the film. In addition, an "On the Beach" love theme will be released as a 45 rpm disc.

Preview 'On the Beach'

WASHINGTON, D. C., Oct. 15.—The nation's top political writers and commentators will see Stanley Kramer's "On the Beach" tomorrow night at the Motion Picture Association headquarters.

Among those attending the special preview of the United Artists release will be: Walter Lippmann, Marquis W. Childs, Joseph W. Alsop, Jr., Arthur Krock, Martin Agronsky, James Reston, Robert S. Allen, James Hagerty, David Brinkley, William S. White, Alfred Friendly, David Lawrence and Howard K. Smith.

'Man' to Normandie

Walt Disney's "Third Man on the Mountain" will be the next attraction at the Normandie Theatre here, following "The Best of Everything."

Agree on Tes

(*Continued from page* 1)

the test case to be brought immed ately in Common Pleas Court of Do phin County here. It would then referred at once to the State Supren Court for a prompt ruling by Chi Justice Jones.

Should the latter decline to acce jurisdiction, indications are the exhib tors will cause the suit to be brough regardless, and it would then proce in the usual but more time consumi manner from the lower court throu the various appellate divisions to t supreme court.

Expect Conference Next Week

The conference between Cohen a the attorney general, on the one han and Chief Justice Jones, on the othe is expected to take place in Philade phia some time next week.

The action to be brought by Coh on behalf of the exhibitors reported will be in the form of an applicati for a permanent injunction to restra the state from invoking the new ce sorship law. The action would brought under a Pennsylvania statu which permits taxpayers to test t constitutionality of any state la which provides for an appropriati in connection with its operation. T new censorship law authorizes a $7 000 annual appropriation to pay t salaries of members of the cens board and for the expenses of its o eration.

Governor Ready to Name Board

Governor David Lawrence is unde stood to be prepared to announce t appointment of the censor board mer bers next week.

If the exhibitors' action to have t law declared unconstitutional und state statutes does not succeed, th still will be free to initiate test actio which could be carried to the U. Supreme Court if and when the ne censor board seeks to prevent the e hibition of a film within the state.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture In TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

WANTED
Motion Picture Theatre Manager with previous road show experience for deluxe operation in New York State. Reply giving complete resume, your salary requirements and references to:
Box 1014, MOTION PICTURE DAILY, 1270 6th Avenue, New York 20, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

adio, TV Promotion in ondon for 'Sheba' Bow

From THE DAILY Bureau

LONDON, Oct. 15.—United Artists utilizing an extensive radio and tele- sion campaign to focus attention on e world premiere of Edward Small's uper Technirama-70 production of Solomon and Sheba" at the Astor heatre here on Oct. 27. In addition 2 merchandising tie-ins have been t with leading manufacturers and rvice companies, including women's shions, cosmetics, jewelry and top epartment stores.

Posters Widely Distributed

Posters, window and in-store dis- lays are blanketing major retail out- ts. More than 1500 "Solomon and heba" posters alone are prominently eatured in open-air and underground ilway, subway, bus and tram stations the Greater London area.

A full schedule of promotional acti- ities for Gina Lollobrigida, starred in he film with Yul Brynner, is generat- ig word-of-mouth publicity for the lm. Miss Lollobrigida is participating an intensive series of radio, televi- ion and press interviews in conjunc- ion with the charity premiere to bene- t England's Chest and Heart Associa- ion.

Porgy' Heading for $2,000,000 Gross

"Porgy and Bess," having grossed nore than $1,500,000 to date in its ix opening engagements, this week is eading for $2,000,000 figure with he additional engagements premiered n Cincinnati, Philadelphia, Detroit nd Washington, Columbia Pictures eports.

Following the four new openings, he Samuel Goldwyn production will ncrease its engagements to 22 by the Christmas holidays, adding Baltimore, Cleveland, Buffalo, Syraeuse, Miami, Indianapolis, Louisville, Salt Lake City, Dallas, San Diego and Denver.

RKO Makes WB 'Place' 'Special Project' Film

RKO Theatres has made Warner Bros. "A Summer Plaee" its first "proj- ect pieture" of the new season, and the cireuit publicity department has developed a special eampaign to pro- mote word-of-mouth far in advance of playdates.

A brochure has been prepared by RKO listing selling aids available from Warners and a variety of ideas for covering avenues of publicity and pro- motion. RKO managers are also urged to submit other ideas to supplement the campaign.

'Pillow' Bookings Set

Universal's "Pillow Talk" has been booked to open in every exchange city in the country during the first four weeks of its release, it was announced by Henry H. Martin, general sales manager.

Circuit Memo Lauds Trailers

(*Continued from page 1*)

comes as National Screen Service opens its 40th anniversary "Once in a Lifetime Tribute to Trailers," a feature of which is a six-week, cash prize contest for theatre men submit- ing the best illustration of the impor- tance of trailers to theatre attendance.

The Movie Memo tribute asserts that "showmen regard them (trailers) as just about the most important ad- vertising medium they have." It goes on to discuss the origin of the name— an advertisement for a coming attrac- tion which usually came at the end of the current program—and traced the trailer's history through the "slide" era and then the use of drawings in sequence, up to 1919.

'First Use' by Robbins

"The first use of live action—actual scenes from the footage of a feature film," it continues, "was conceived by Herman Robbins, then general sales manager for Fox Films. So suc- cessful was his innovation that Rob- bins quit Fox to enter trailer produc- tion for himself, founding National Screen Service Corp. National Screen today dominates the trailer field, mak- ing feature trailers and distributing them for all of the major producers, save Warner Brothers, and for many of the independents. (Warners still produces and distributes its own screen trailers.)

Nation-Wide Service Cited

"Backed by over 20 branches in strategic locations around the conti- nent, National Screen today is in a position to supply not only a multitude of trailers on different attraetions, cur- rent and past, but also stocks motion picture stills, pressbooks, posters, ad- vertising mats, window cards and numerous other requisites to theatre publicity. In an average week, their personnel handle more than 100,000 trailers, plus an astronomical quantity and variety of accessories.

"The steps taken to produce a trail- er on a typical feature like UA's 'The Wonderful Country' or M-G-M's 'Never So Few' follow a tried and true pattern. First, the picture is screened for a writer and the National Screen trailer producer. They select key scenes and dialogue which will pro- vide a fast impression of the story line, expose the stars in their most favorable aspects and arouse a want- to-see in the viewer.

Procedure Described

Artists are put to work creating the copy that will appear between scenes or perhaps superimposed upon them. Copy for live narration is evolved for the announcer who will record it on the trailer's sound track. A title treat- ment is decided upon, and a script prepared for submission to the movie's producer and his advertising and pub- licity people.

"Finally, after full approval has been obtained from the client, Nation- al Screen welds the component parts into an 'answer' print for final ap- proval before printing in quantity.

Busy on TV Work Also

"Since the advent of TV, most trail- er companies have formed subsidiaries to make 'commercials' for the video trade—in both 35 mm and 16 mm sizes. From these wholly separate shops come the animated cartoon com- mercials, one-flash ads and the live action trailerettes depicting white- frocked 'doctors' praising the virtues of divers pills, potions and unguents —all of which must be bought NOW, not tomorrow! Unlike trailers for mo- tion pictures, few of these ever pro- vide the viewer with any pleasure. Quite the opposite."

Tie-In on 'Havana' with Travel Agents Society

Columbia Pietures has arranged a tie-in for Carol Reed's "Our Man in Havana" with the American Socicty of Travel Agents, whieh is holding its annual convention in Havana Oct. 17-25. A full-fledged member of ASTA and the only motion pieture company ever to join the travel or- ganization, Columbia is lending full support to the convention.

Paul N. Lazarus, Jr., Columbia vice- president, will deliver a major address on the topie, "The Screen Is a Travel Agent." This is the basis of the coop- erative promotion, whieh has a "sce the picture . . . see the country" theme.

Maureen O'Hara, who co-stars in the film, will also attend the international confab and participate in a wide range of promotional activities. Also on hand will be publicity representatives from the Columbia braneh in Havana and from the home office to help launch the worldwide campaign on the film.

More than 2,500 delegates from the 21 member countries are expeeted to attend the ASTA conelave. Lazarus' principal address will be delivered on Oet. 21 at the largest general session of the convention at the Havana Hilton.

Silverstone Will Fete Philippine Dance Troup

Murray Silverstone, president of 20th Century-Fox International Corp., will receive and entertain the Philip- pine Bayanihan danee troup, now ap- pearing in this eountry under the aus- piees of Sol Hurok, on next Sunday. The affair, which will be hosted by Silverstone and his family, will be an afternoon cocktail party, on the grounds of his home at Searsdale, N. Y.

Attending the party will be im- presario Hurok, along with members of the State Dept. Bureau of Asian Affairs. Movitonews will eover the event.

PEOPLE

R. J. "Hap" Barnes and Charles Simpson, of Capitol Releasing Corp., Atlanta, have become partners with Hal Macon in theatre operation at Statesville, Ga.

□

Charles and Dorothy Levy, who re- cently relinquished their lease of the Hut Theatre, Marrero, La., have ac- quired the lease of the Amite Theatre, Amite, La., from the owner V. M. Currier. They will take over Nov. 1.

□

Mrs. Carol Moessner, formerly sec- retary to Gene Goodman, of the United Artists branch in Atlanta, has left that post to become secretary at the Rialto Theatre there.

□

Samuel S. Whiteley, for 20 years with Mack Theatres, Chester, Pa., has resigned to take over management of the Lansdale Theatre, Lansdale, Pa.

John Davis Due Here On World Tour Monday

John Davis, deputy chairman and managing director of the Rank Or- ganisation, is due there next Monday from London on the first leg of a six- week world-wide tour. While in America, Davis will discuss the sale of unsold Rank films in the U.S. and expansion of the group's gramophone record activities.

In Canada, he will review the gen- eral development of the theatre and distribution operations. While in Japan, Hong Kong, Bangkok, India and Pakistan he will discuss the dis- tribution of British films and prospeets for Rank Preeision Industries and Bush Radio and Television produets. The question of expanding loeal man- ufacture by Bush in India will also be investigated.

Davis is due back in London on Nov. 26.

Feldman Goes South on 'Hound Dog' Openings

Edward Feldman, 20th Century- Fox publicity executive, flies to Jack- sonville, Fla., today to coordinate mer- ehandising and promotional plans for an eight state saturation of Jerry Wald's "The Hound Dog Man," be- ginning Oct. 27. The Wald produc- tion will have its world bow in Mon- roe, La., on the 27th and then open in more than 200 situations throughout the South and Southwest.

Feldman will meet with Jacksonville branch manager Tom Tidwell and New Orleans manager William Briant along with regional advertising-pub- licity managers Ed Hale and Frank Jenkins. Feldman will also meet with Wometco and Florida State Theatres executives.

"PILLOW TALK" IS THE MONEY

RECORD BUSINESS IN FIRST FIVE ENGAGEMENTS!



BIGGEST FIRST WEEK FOR ANY FILM IN 38-YEAR HISTORY OF PALACE THEATRE, NEW YORK CITY

ALK OF THE ENTIRE INDUSTRY!

TALK



BIGGEST UNIVERSAL OPENING EVER AT UNITED ARTISTS THEATRE, CHICAGO.

BIGGEST UNIVERSAL OPENING EVER AT MICHIGAN THEATRE, DETROIT.

SENSATIONAL BUSINESS (EQUALLING "IMITATION OF LIFE") AT HIPPODROME THEATRE, CLEVELAND AND LAFAYETTE THEATRE, BUFFALO.



ROCK HUDSON · DORIS DAY

...THE PERFECT PAIR FOR...

"PILLOW TALK"

IT'S WHAT GOES ON...WHEN THE LIGHTS GO OFF!

CO-STARRING

TONY RANDALL · THELMA RITTER

WITH **NICK ADAMS · MARCEL DALIO · JULIA MEADE** Directed by MICHAEL GORDON

Screenplay by STANLEY SHAPIRO and MAURICE RICHLIN · Produced by ROSS HUNTER and MARTIN MELCHER

AN ARWIN PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE IN EASTMAN COLOR · CINEMASCOPE

LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from *Editorial Enterprise* plus *Journalistic Responsibility*.

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase—*All the News That Is News*—in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

They require that MOTION PICTURE DAILY's entire field of interests be constantly observed with knowledge of the business necessary to appreciate the significance to it of event and opinion . . . and that *reports of everything newsworthy be verified* for fact, and for authentic interpretation of fact. This process produces news—not rumors, not mere reports, but news—all of it that *is* news!

This isn't doing it the easy way. This way takes nation-wide, even world-wide reportorial resources. It requires editorial acumen, persistence, integrity.

To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on personnel as the source—and the price—of leadership.

MOTION PICTURE DAILY

ALL THE NEWS THAT *IS* NEWS

CONCISE AND TO THE POINT

FEATURE REVIEWS

Tarzan, the Ape Man

Metro-Goldwyn-Mayer

That hardy perennial Tarzan is portrayed by the twelfth impersonator of the Edgar Rice Burroughs character, Denny Miller, in a new, Technicolor film.

Based on the novel "Tarzan, the Ape Man," the story concerns, about equally, Tarzan's first encounter with Jane, and the quest of Jane's father's boat-captain to find the graveyard of the elephants, repository of a fortune in ivory, located in unmapped territory beyond the beyond. After several mishaps, the party finally reaches the legendary lost city. Again they are trapped, baited by hostile tribesman's ropes, to fall in an ingenious circle of fire.

Tarzan's faithful ape reaches his master and communicates the danger. Tarzan arrives just in time, followed by a herd of elephants who destroy whatever native's huts aren't already consumed by fire. A dying elephant then takes the three-some to the graveyard, and the boat-captain's dream of fabulous wealth comes true. Jane chooses the untainted Garden of Eden, shared with Tarzan.

Miller creates the familiar Tarzan image which fans enjoy. As Jane's father, a man weakened by drink and failure, Robert Douglas projects bafflement, while Cesare Danova does a good job as the boat-captain. Joanna Barnes plays Jane.

The drums and brass of Shorty Roger's background composition and conducting heightens the rhythm of parts of the safari. Robert Hill wrote the screen version, and Joseph Newman, as director, fully utilizes some excellent African footage in the picture.

Running time, 82 minutes. General classification. October release.

JERROLD A. WEITZMAN

The Scavengers

Lynn-Romero—Hal Roach

HARTFORD, Oct. 15

Vince Edwards and Carol Ohmart are top players in this taut suspenseful, intriguing melodrama shot on location in Hong Kong, Macao and Manila under the Lynn-Romero Productions banner and released stateside by Hal Roach. The competent John Cromwell directed from a story by Edgar Romero, and photographic effects were handled first-rate by Felipe Sacdalan. It figures to provide a rousing 79 minutes of dramatic entertainment.

In Hong Kong, ex-smuggler Edwards sees his long-missing wife, Miss Ohmart, on a departing Macao ferry. He's aided in his efforts to locate her by Vic Diaz, an Oriental of unknown origin, and by the time he's found her, he learns, to his dismay, that Miss Ohmart is enslaved by dope addiction and involved in activity not entirely wholesome. It's disclosed that a missing three million dollars worth of foreign bonds, belonging to the Chinese National government, is the would-be target of every light-fingered thief from Macao to Singapore. Time, apparently, is the only defense against even more thieves coming into the situation.

Murder and mayhem break out in earnest, the while Miss Ohmart proclaims her devotion for the by-now-thoroughly-confused Edwards. When hoodlums intent on capturing the choice loot find that Miss Ohmart's much-battered trunk contains treasure, the quest for her and baggage is on in earnest. At the fadeout, the doers of dastardly deeds including Miss Ohmart are apprehended or killed, and Tamar Benamy, night club dancer, is waiting for a now much-composed Edwards.

Running time, 79 minutes. General classification. Release, in October.

A.M.W.

The Magician

Janus Films

HARTFORD, Oct. 15

Sweden's Ingmar Bergman, fast-looming as one of the most perceptive, brightest directorial lights of the post-World War II international scene, both wrote and directed this import. Moreover, he has the distinguished acting presence of Max von Sydow, who played the knight in Bergman's memorable "The Seventh Seal," as principal performer.

As in Bergman's previous, individualistic mode of film-making, "The Magician" contains much symbolism; he builds a given situation, providing it with substance, morality and dramatic ability. In a word, the Bergman touch, quite evident in his earlier vehicles, is superlative entertainment for the art theatre patrons of all ages.

Mid 19th Century is the time, Sweden the place, and a peripatetic entertainment troupe the characters. The aforementioned Max von Sydow manages the troupe and also demonstrates animal magnetism, among other feats.

His wife, Ingrid Thulin, is garbed is garbed as a spry young lad.

By the time this weary conglomeration treks into a remote community, the local authorities send forth word that they wish an immediate performance.

It's at this point, perhaps, that the Bergmanian approach to dramatic continuity assumes the anticipated scope and stature; he delves perceptively, via assorted characters, either on-camera or within hailing distance, into the intricate mores of the last century's humans. "The Magician" evolves as a sociological study of first order. The picture has English subtitles.

Running time, 102 minutes. General audience classification. Release, in October.

A.M.W.

New Fox Comedy Team To Attend TOA Meet

Tommy Noonan and Pete Marshall, new Twentieth Century-Fox comedy team, will be among the "new faces" at the 12th annual convention of the Theatre Owners of America at the Hotel Sherman in Chicago, Nov. 8-12.

President George G. Kerasotes said arrangements made by Robert L. Lippert, who will produce the first Noonan-Marshall starring picture, "The Rookie" and Fox, which will release the film, had assured the team's appearance on the final day of the convention.

Lippert and 20th-Fox, who hope the new team will follow in the footsteps of Abbott and Costello, Martin and Lewis, and some of the other comedy duets who have starred in pictures with military themes, have allotted $250,000 for an exploitation campaign to publicize Noonan and Marshall. The two men are slated for multi-picture activity for 20th-Fox.

Sandra Dee Also Attending

TOA, declaring it believes exhibition shares with production and distribution the responsibility for publicizing new stars, has asked all film companies to have their young talent visit the convention. Sandra Dee of Universal is among the actresses who have already accepted.

'Hatikvah' Bow Will Benefit Young Zionists

The American premiere of "Hatikvah" (The Hope) on Monday, Oct. 26, at the 55th Street Playhouse here will be a benefit performance for the Young Zionists of the Zionist Organization of America. Attending the premiere will be Shoshana Damari, star of "Hatikvah," which is the first color film made in Israel. Bernard M. Rifkin, national Young Zionist chairman, and Miss Bernice R. Glaubman, national young Zionist director, will be hosts at the premiere.

Proceeds from the benefit performance will abet the Young Zionist program to promote participation of the young Amreican Jewish men and women as pioneers in the economic upbuilding of Israel.

Pereira Named

(*Continued from page* 1)

County-Hollywood Motion Picture and Television Museum at a meeting of commission today in the Hollywood Brown Derby. Under chairmanship of Sol Lesser, fact finding reports on available locations in the Hollywood area were presented, with the probability of a definite commitment expected to be resolved at a meeting next month in Mervyn LeRoy's home.

A resolution was read and passed on the founding of the Hollywood motion picture and television archive as part of a museum plan to locate and acquire subject material to aid study of the industry.

Among other chairmen of standing committees who made reports were Duke Wales, heading the public relations committee, who proposed an invitation to all studio and network publicity heads to be members of his committee; Al Hart, finance committee chairman; A. E. England, chairman of the locations committee, and Harry Herman, chairman, architectural committee, who nominated architect Paul Williams as a member of the advisory council.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

SIR Alec Guinness arrived yesterday from England to start rehearsals for the forthcoming Hubbell Robinson production of "The Wicked Scheme of Jebal Deeks" which will be NBColorcast Tuesday, Nov. 10 (9:30-10:30 P.M.) on "Ford Startime." This will be Sir Alec's TV dramatic debut in America. . . . MGM-TVeep George Shupert will host a press preview and lunch Monday at the Gotham offices. The presentation of forthcoming telefilms will underscore the outfit's new development of filmed TV programs. . . . The Jonathon Kirbys (he's the dynamic newscaster and civic cruader at KCBQ, San Diego) have greeted Sir Stork for the third time, 6½ pound Pamela Ruth arriving yesterday. . . . TV producer Gil Cates has taken an option on Eric Rudd's new play "The Interpreter" which he plans to bring to Broadway in the Spring. . . . The current Radio City Music Hall Stage Show, featuring the beautiful lark Shoshana Damari and a talented troupe of Israeli dancers, is introduced most effectively via a rear projection filmed sequence depicting the landing of an El Al Israel Airlines transport from which the entire group emerge and seemingly march directly to the Music Hall stage. . . . The Ames Bros. will celebrate their tenth anniversary since the advent of their initial two-sided click "Sentimental Me," flipped with "Rag Mop" with a guestint this CBSunday on the "Ed Sullivan Show." . . . His platter-chatter WRCApers doing so well they may reward Jim Lowe with some netWORK. . . . Know why General Electric picked Oct. 19 for the preem of the new "Man with a Camera" series TVia ABC? On that day in 1838 photography was invented by Sir Henry Fox-Talbot at Lacock Abbey, Wiltshire, England.

☆ ☆ ☆

Mayor Wagner has designed Maestro Paul Taubman to be executive producer of the annual "Salute to Seasons" extravaganza this year and numerous luminaries of the stage, screen, TV and radio have already pledged their cooperation. . . . Ernie Kovacs will have on his "Take A Good Look" panel for Thursday, Oct. 29, Zsa Zsa Gabor, Hans Conreid and Cesar Romero. . . . Casually dropped into Jac Hein's office yesterday to see what the former producer of Dave Garroway's "Today" show was cooking up and just as casually Jac ran off several telefilms, packaged by Sterling TV Co. which to us appears sure-fire for a late evening spot on the nets. The series, "Silents, Please" consists of feature fims, starring Rudolph Valentino, Douglas Fairbanks, John Barrymore, Wm. S. Hart, Charles Chaplin, Buster Keaton and other stars, with the respective pix condensed into half-hour segs. Hostessed by Gloria Swanson with narration by Bob Wilson, here is a package that promises nostalgic entertainment for the oldsters (us) and should appease the curiosity of the youngsters who wonder about that bygone era (their folks often refer to as "the time when silents was golden.") . . . The "General Electric Theatre" on Sunday, Nov. 15, will CBScreen an adult western, "Survival," and the cowboy star will be none other than Jose Ferrer. . . . Signed to long-term NBContracts to write, develop, produce and supervise TV programs are John Lee Mahin and Martin Hackin, writers of many Hollywood pix, including the current click, "The Horse Soldiers," co-starring Wm. Holden and John Wayne. . . . After five years as once a week fare (Wed. 9 P.M.) "The Millionaire," will become a Monday thru Friday daytime CBStrip sometime about Jan. 1. . . . John Holiday, brought in from the middle west by Mel Bartell, takes over the 3-7 P.M. platter-chatter slot Nov. 2 when WOV becomes WADO. . . .



Paul Taubman

Assess WGA Members As Aid to Strikers

From THE DAILY Bureau

HOLLYWOOD, Oct. 15. — Assessment of two per cent of the salaries of all screen writers was voted unanimously at the Writers Guild of America membership meeting here as a fund for writers now on strike against independent producers.

Skelton Sees Color TV General Within 5 Years

From THE DAILY Bureau

HOLLYWOOD, Oct. 15. — Red Skelton has dedicated his future activity to production of color shows on videotape. Reiterating the announcement made last week on his order of first mobile color TV tape facility, which will be delivered this year in time to shoot the winter Olympics at Lake Tahoe, Skelton reported on his findings abroad as the inspiration for his move.

The comedian was serious in his forecast that the nation will convert to color within the next five years. He predicated his statement on activity in countries like Japan, and in Europe, where color tape installations are being made in stations at little more than the black and white cost, with television affecting the foreign box office by a 50 per cent loss. He reported on the 21-inch color sets being manufactured in Japan with stereophonic sound and added radio and recording features retailing at $200.

Skelton, who will put his mobile unit to work with the production of 10 program series as well as tape-shooting of the Olympics next year, stated "television has no chance of survival with black and white films. Commercials will not have to be a 'hard sell' if shown in color."

Skelton announced the formation of Skelton & Luftig, research foundation.

Prima and Keely Smith Sign with Dot Records

From THE DAILY Bureau

HOLLYWOOD, Oct. 15. — Louis Prima and Keely Smith have announced the signing of a contract with Dot records which will net the top nitery and TV act an approximate million dollars at the conclusion of the first year with the company. The announcement was made between rehearsals of the coming "Chevy Show" at the NBC-TV Burbank studios, attended by Wilbur Clark, owner of the Desert Inn in Las Vegas, and Eugene Murphy, the Desert Inn's public relation's chief, who also disclosed completion of negotiations with the entertainers for a $3,000,000 deal covering their appearance annually for a minimum of 12 weeks, over a five-year period.

Morey Named

(*Continued from page* 1)

Morey said, "I am sure the motion picture industry will be as generous as possible this year." Governor Roekefeller, in initiating the 1959 CSS drive, said: "As governor of the state I ask your special effort this year in the cause of our children and youth, because the need is greater than ever, as you know."

CSS is dedicated to the preservation of the home and family unit in New York. Over 30,000 New Yorkers were aided by CSS during 1958.

"A STAR *Belongs* on the MARQUEE!"



During this Once-In-A-Lifetime Tribute, we are not going to take trailers for granted. Here at Loew's Theatres, we're taking time out to give trailers top billing on our marquees for star performance through the years.

Eugene Picker
President,
Loew's Theatres

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 76 NEW YORK, U.S.A., MONDAY, OCTOBER 19, 1959 TEN CENTS

Marcus Plan

Compo Meet to Discuss Area Promotion

To Be Taken Up By Sales Heads, Ad Men Also

National adoption of an area promotion plan successfully conducted among Wisconsin theatres by Ben Marcus will come up for discussion next Thursday at the annual meeting of the Compo membership, board of directors and executive committee at the Astor Hotel.

Marcus, it was explained over the weekend by Compo spokesman, is expected to appear Wednesday before a joint meeting of the Motion Picture Ass'n. general sales manager and publicity and advertising director committees and solicit their support for an expansion of the promotion plan to all exchange areas.

At a meeting of the Compo area promotion committee last month, and previously at a meeting of the Compo executive committee in May, Marcus

(*Continued on page* 3)

Columbia Reports Net Of $151,000 for 1959

Net profit of $151,000 for the fiscal year ended last June 6 was reported by Columbia Pictures on Friday. The figure includes $2,597,000, representing profit on the sale of the company's West Coast laboratory facilities.

The result compares with a loss of $4,987,000 for the preceding fiscal year, which included a special write-off of $3,837,000, representing studio costs not allocated to production.

'Sheba' to Open in L. A. At Wilshire Dec. 25

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 18.—Spencer Leve, vice-president and general manager of National Theatres, voiced his confidence in the box office potential of United Artists' "Solomon and Sheba" with a statement on Friday that $150,000 will be spent to refur-

(*Continued on page* 7)

The Industry Welcomes

JAMES CARRERAS

(Managing Director of Hammer Film Productions)

and

GENERAL SIR ROBERT MANSERGH

(ADC to her Majesty Queen Elizabeth II)

on their arrival in New York in connection with the launching

of YESTERDAY'S ENEMY

Hammer Productions'

Exploitation Winner from COLUMBIA

(Advt.)

Corkery to Head New MPEA Western Office

In line with the growing importance of the foreign market to the United States motion picture industry economy, Eric Johnston, president, MPEAA, announced on Friday the transfer of the Western Hemisphere office to Mexico City, effective Oct. 25.

Robert J. Corkery, MPEAA vice-president in charge of Western Hemisphere operations, including all of Latin America and Canada, will

(*Continued on page* 3)

AIP Progressing Well In Film Sales Abroad

Great strides are being made by American International Pictures in selling its product abroad, William G. Reich, general sales manager for American International (Pictures) Export Corp., told the trade press at a conference here on Friday. Foreign billings are expected to be 35 per cent of the domestic billings for fiscal 1959, he said, and the goal is to make the figure 50 per cent (of domestic billings) by 1961.

Reich has just returned here from

(*Continued on page* 7)

British Producers Worried Over Australian Plan to Withdraw Preference Given U.K. Films

From THE DAILY Bureau

LONDON, Oct. 15 (By Air Mail).—British producers have made urgent representations to the Board of Trade over the declared intention of the Queensland Government in Australia to withdraw the preference granted to British films under the Picture Theatres and Films Act.

Under this Act exhibitors have the right to reject 25 per cent of films bought on "forward" contracts. At the moment, however, British films are excluded from this regulation so that exhibitors do not have the right to reject British films.

If the Queensland Government goes ahead with the proposed amendment British films will be put on the same basis as foreign films.

On Nov. 11

TOA Meet to Hear Bicks, Trust Chief

To Speak, Answer Queries When Sales Heads Appear

Special to THE DAILY

SPRINGFIELD, Ill., Oct. 18. — Robert A. Bicks, acting assistant attorney general, anti-trust division, of the Department of Justice, has accepted the invitation of Theatre Owners of America to be a guest speaker at the all-industry luncheon on Wednesday, Nov. 11, a highlight of TOA's 12th annual convention at the Hotel Sherman in Chicago, Nov. 8-12, it was announced by George G. Kerasotes, TOA president.

Bicks also has agreed to have a question and answer period from the floor, following his address, Kerasotes said.

"We are very fortunate," Kerasotes declared, "that Mr. Bicks believes that it is in the public interest for the anti-trust division of the Department

(*Continued on page* 2)

Rand Appointed Para. Publicity Manager

Harold Rand, publicity manager of Walt Disney's Buena Vista Film Distribution Company, has been named publicity manager of Paramount Pictures, effective Nov. 2, it was announced at the weekend by Jerome Pickman, vice-president in charge of advertising, publicity and exploitation.



Harold Rand

The appointment of Rand, following the announcement earlier in the week of Gerald Rowe as ad-

(*Continued on page* 7)

TELEVISION TODAY—page 6

PERSONAL MENTION

JONAS ROSENFIELD, JR., Columbia Pictures excutive in charge of advertising-publicity, and ROBERT S. FERGUSON, national director of advertising-publicity, will return here today from Washington.

•

EDWARD MOREY, Allied Artists vice-president, will leave New York today for Toronto.

•

ARTHUR PINCUS, advertising-publicity director for M-G-M International, has left here for London for conferences on European openings of "Ben-Hur."

•

THORNTON SARGENT, director of advertising-publicity for UPA Pictures, will return to the Coast today from New York.

•

ERNEST R. MARTIN, general manager of Cumberland Amusement Co., Winchester, Tenn., has returned there from Atlanta.

•

DORIS DAY, star of "Pillow Talk," and her husband, MARTIN MELCHER, co-producer of the picture, arrived in New York at the weekend from Hollywood.

•

GEORGE SEATON, director, now preparing "The Counterfeit Traitor" for Paramount, returned to New York on Friday from Germany.

•

JACK RIGGS, of Riggs Booking Service, Atlanta, has returned there from Atlanta.

•

WALTER SHENSON, producer of "The Mouse That Roared" for Columbia, will arrive in New York today from Washington.

•

JOSEPH L. MANKIEWICZ, writer-director, returned to New York from London on Friday via B.O.A.C.

40 YEARS
of dependability
NATIONAL SCREEN SERVICE
Fortieth Anniversary Celebration
Once-In-A-Lifetime
Tribute to Trailers

Asthma Research Unit To Honor Youngstein

Max E. Youngstein, United Artists vice-president, will be honored at a special tribute evening sponsored by Children's Asthma Research Institute and Hospital on Dec. 14 at the Biltmore Hotel here. The event will present internationally famous scientists, public figures and entertainers who will participate in a program dedicated to "Health for Peace." It will also give support to the legislation now before Congress which would set up an international fund for a cooperating scientific attack against disease.

Fifth Year as Chairman

Youngstein, a founder of Children's Asthma Research Institute and Hospital, has led the Institution's campaigns. This year represents his fifth anniversary as chairman of the Parade of Stars shows for the Asthma campaign. Shows have been built around headliners Milton Berle, Steve Allen, Frank Sinatra and Sammy Davis, Jr. Last spring the first one-week charity benefit for the Institute and Hospital was held at the Metropolitan Opera, starring Judy Garland.

Funds raised are being used to create the Asthma Research Institute and a special Youngstein Research Memorial at the Institute in Denver which honors the memory of his parents, Molly and Elias Youngstein.

Wometco Ent. 36 Weeks Net Shows Increase

Special to THE DAILY

MIAMI, Oct. 18.—Net income of Wometco Enterprises for the 36 weeks ended Sept. 12 was $1,068,399 before taxes, and $510,306 after taxes, the company reported. For the corresponding period last year Wometco reported net of $831,011 before taxes, and $442,811 after.

Gross income for the 1959 period amounted to $7,056,088, with expenses of $5,987,689.

Wometco Enterprises, Inc., owns and operates television station WTVJ, Channel 4 in Miami, and WLOS-TV, Channel 13 in Asheville, N. C. It owns 20 per cent of WFGA-TV, Channel 12, in Jacksonville. Other interests are: radio, WLOS AM-FM in Asheville; theatres in Greater Miami, West Palm Beach and Tampa; and food vending, cigarettes, soft drink, and confection machines in South Florida.

New Seats, Carpeting

The 5th Avenue Cinema will close today and tomorrow for the purpose of installing new seating and floor covering. "The Magician" will resume its indefinite engagement at the theatre on Wednesday.

Bit of Dubbing Makes 'Mouse' Ballgame Timely

It took a bit of dubbing, but when "The Mouse That Roared" has its American premiere at the MacArthur Theatre in Washington, D.C., on Wednesday it will be up to date.

The Highroad production for Columbia was completed some months ago and when preview audiences saw the film they heard a BBC radio announcer say ". . . and in the United States, the New York Yankees defeated the Milwaukee Braves, 6-2, in the last game of the World Series."

When the film opens at the MacArthur, however, that line will have been changed to "the Los Angeles Dodgers defeated the Chicago White Sox, 9-3 . . ."

TOA Meeting

(*Continued from page* 1)

of Justice to give its views on the many urgent problems now, confronting the motion picture industry."

This will be Bicks' first appearance before an industry audience. His department is charged with administering the decrees in the U. S. vs. Paramount case. Last November in Miami, Victor R. Hansen, then assistant attorney general, spoke to TOA's annual convention there.

On Wednesday morning at the convention, distribution chiefs of all film companies will speak on the product their companies will release during the ensuing 12 months. It is therefore expected many representatives of production and distribution will be in the audience when Bicks speaks.

Succeeded Hansen

Bicks was appointed acting assistant attorney general last April, after Hansen resigned to return to law practice in California. His father, Alexander Bicks, is a Federal judge in the New York Southern District, and his mother was a practicing attorney until 1946. Bicks is a specialist in the anti-trust field, who enjoys a reputation as one of the best young legal minds in the country. Behind the Justice Department scenes he has served as partial architect for many of the government's actions against big corporations; has championed the Justice Department's cause before Congressional committees, and appeared for his Department before the United States Supreme Court.

'Infidel' to Paramount

Jerry Wald's "The Beloved Infidel" will be the next attraction at the Paramount Theatre here following the current run of Wald's "The Best of Everything."

Republic Net Lower For First 39 Weeks

Net profit of $1,456,878, is reported by Republic Pictures Corp. for the 39 weeks ended July 25, last, after provision of $781,200 for estimated Federal taxes, or a net after taxes of $675,678.

For the similar period in 1958 the company reported net profit after taxes of $1,296,065.

Victor M. Carter, who became president of Republic last July 1, and chief executive officer and chairman of the board on July 29, in a letter to stockholders, reports that as a result of studies he has conducted since then, economies have been effected in all phases of the business. "The full impact of such economies and savings," he said, "will be reflected in the last quarter of this fiscal year, and the first quarter of the next fiscal year."

"My primary objective is to have each and every department and division of the corporation functioning efficiently, economically and profitably," he added.

Carolinians Convene, Hear Kerasotes, Velde

Special to THE DAILY

CHARLOTTE, Oct. 18. — George Kerasotes, president of Theatre Owners of America, delivered the principal address at the convention of the Theatre Owners Association of North and South Carolina, now in progress here at the Hotel Charlotte.

Kerasotes' talk on Friday was followed by the address of James R. Velde, vice-president of United Artists, who outlined the distribution plans of that company for the coming year.

Rodney Bush, exploitation director of 20th Century-Fox, has a talk scheduled for tomorrow morning. Election of officers will be held the same afternoon.

Abraham Yamins, 82

BOSTON, Oct. 18.—Funeral services were held Friday for Abraham Yamins, 82, of Fall River, older brother of Nathan Yamins. He was a retired real estate operator, who is survived by his widow, two sons, and two daughters. One of his daughters is Mrs. Norman Zalkind, whose husband owns three theatres in the Fall River area. Burial was in the family lot in Fall River.

WANTED

Motion Picture Theatre Manager with previous road show experience for deluxe operation in New York State. Reply giving complete resume, your salary requirements and references to:

Box 1014, MOTION PICTURE DAILY, 1270 6th Avenue, New York 20, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Compo Meet

(*Continued from page* 1)

won enthusiastic support for his plan when he read theatre boxoffice figures showing that the plan's operation had resulted in sensational boxoffice gains for in - between pictures. These gains were established in two trial runs of the plan in Wisconsin. The first of these was in the theatres of Marcus' own circuit. The second included numerous other theatres in the state.

According to Compo sources, it was Marcus' idea that if the plan gains a green light from the general sales managers and company advertising chiefs, it would be put into operation one exchange territory at a time until the country is covered.

In the plan's Wisconsin operations the pictures given extra support were the so-called "in-between" productions that have exploitation values but whose boxoffice potentials may not be immediately apparent. Choice of the pictures and the nature and extent of the support given each were agreed upon by the exchanges involved and the participating exhibitors.

Extra radio time, it is undersood, was used on nearly all the pictures. The plugs for each picture and the theatre playing it were mixed with institutional messages urging people to go to their movie theatres.

WB Sets Release of 19 Cartoons in Color

Nineteen Technicolor short-subject cartoons, including four "Bugs Bunny Specials," will be released by Warner Bros. during the fall-winter season. "Bonanzo Bunny," "A Witch's Tangled Hare," "People Are Bunny" and "Horse Hare" are the "Bugs Bunny Specials" being released.

The other cartoons are: "A Broken Leghorn," "Wild About Hurry," "Unnatural History," "Tweet Dreams," "Fastest with the Mostest," "West of the Pesos," "Wild Wild World," "Drip Along Daffy," "Often an Orphan," "Putty Tat Trouble," "Hot Cross Bunny," "A Bear for Punishment," "A Bone for a Bone," "The Prize Pest" and "Tweety's S.O.S."

Sets Co-Production Deal For French Musical

Arrangements for the co-production of a musical romance, "Paris Affair," to be made in France, have been completed by B. B. Kreisler, president of International Film Associates, with Robert Woog, co-producer. Kreisler, who returned from abroad recently, said shooting would start next March, in English and French simultaneously.

In Madrid, arrangements were completed for a "Masterpieces" series on great arts works for "art" theatres and television, Kreisler said. A second series, "Continental Highlights," is to be co-produced with Robert Orain in Paris and other European cities, he said.

McGinley, Seattle Manager, Praised For Thoughtfulness to His Patrons

Special to THE DAILY

SEATTLE, Oct. 18. — Praise for the "personal touch" that Lawrence J. McGinley brings to all phases of operation of the Varsity Theatre here was accorded the manager in the *Seattle Times* by Louis R. Guzzo, staff writer.

Guzzo wrote that inspiration for the column was supplied by a letter to the newspaper from a patron commending McGinley for "going out of his way" to make her and her friends welcome at the theatre. The patron said that McGinley informed them before tickets were purchased that the film was half-way finished and as they left the theatre he gave them passes so they could return at a later date to see the portion of the picture they had missed.

Wrote the patron: "We want him (McGinley) to know how much we appreciated his gesture and we'd like others to be aware of his thoughtfulness as well."

Not 'An Impulse,' He Says

The news columnist said the gesture "was not an exception nor an impulse" since McGinley "has been doing such things consistently." The writer then proceeded to analyze McGinley's methods of operation as follows:

"Theatregoers can't miss him. He greets them as they arrive, talks to his audiences before a showing begins and bids them good-bye as they leave. He is a wit and an infallible humorist, assets that have made him the dean of toastmasters in the Seattle film industry.

"Best of all, McGinley has a compassionate philosophy about theatre operation, which, if adopted by others, could do more to help the industry at the box office than a bushel of spectaculars. Summarized, it goes this way:

"First of all, you have to have a topnotch picture, and not necessarily one that appeals to the sensational. It should be surrounded by equally good short subjects.

Cites "Other Considerations"

"Those things really go without saying. But other considerations are just as important. The theatre must be kept absolutely clean, no matter what the cost. Manager and employes should be courteous and attentive.

"Then—and I think this is the biggest item—the manager should create a genuinely friendly feeling. He should try to know all of his customers. What we try to do is go back to the old country-store atmosphere that once was the accepted manner of operation in the 1920's and 1930's. You don't see it any more, and maybe that's why many theatres are in trouble."

"Although he has adopted an old technique in the theatre itself. McGinley has been engagingly inventive in his advertising methods.

"He discarded the traditional 'shock' approach long ago in favor of a style that suggests a personal letter. For example, in a recent newspaper advertisement, he wrote:

"On his day off the police man walks his beat, the bus driver takes a bus ride and the manager of The Varsity takes in the show at The Varsity. He's seen the show umpty-six times, but he can't resist, even for one night, hearing once again this melodious music and laughing at the many amusing situations.

"The advertisement continued with more of the same. It contained no sexy sketches or photos and no references to the colossal nature of his bill.

"Ironically, the bill so advertised consisted of two second-run features, neither of which was a record-breaker at box offices the first time around. But they have done as much for McGinley as he has done for them.

Strong in Sixth Week

"The bill—'Student Prince' and 'Brigadoon'—is in its sixth week and still going strong. Obviously they are pictures of merit—Moviegoers might have been drawn to them the first time around if there were more McGinleys in the exhibition field.

"McGinley also calls regular customers at intervals to tell them about new attractions. The theatre manager 'has to be a salesman, too,' he insists."

Nathanson Begins 2nd Phase of World Tour

Morton Nathanson, United Artists director of international advertising and publicity, started the second phase of his globe-girdling tour of UA offices overseas when he left here for Los Angeles en route to Tokyo. Purpose of the tour is to assess and coordinate the promotion requirements of UA offices abroad. His program includes conferences with advertising and publicity managers, media representatives and exhibitors.

His current tour of the Far East will take him to Hong Kong, Manila, Melbourne, Sydney, Singapore, Bangkok, Bombay and Karachi. He will be in the area for approximately one month. The Far East and Australian tour follows closely on his visit to UA's offices in Europe, from which he returned last week for conferences with home offices executives.

ANTA 'Beach' Sponsor

WASHINGTON, Oct. 18.—The local chapter of the American National Theatre and Academy (ANTA) will sponsor the Washington premiere of Stanley Kramer's "On the Beach" Dec. 17 at Keith's Theatre here, with all proceeds going to the theatrical organization.

The premiere here is part of the simultaneous world premiere of the picture on that day in 18 major cities on six continents.

R. J. Corkery

(*Continued from page* 1)

leave this week for Mexico City to establish permanent headquarters there.

In commenting on this most recent move of an MPEAA vice-president to the field, Johnston said: "It is in line with the Association's policy of strengthening its position in the key foreign markets."

The Association now maintains offices in London, Paris, Rome, Tokyo, Frankfurt and Bombay. Additional offices are maintained in Rio de Janeiro, Stockholm and Djakarta (Indonesia).

Universal to Show 2 Films at S. F. Festival

From THE DAILY Bureau

HOLLYWOOD, Oct. 18. — Universal - International has accepted the invitation of the San Francisco International Film Festival to show two films at the Festival which opens next month, it was announced at the weekend by David A. Lipton, vice-president.

"The Snow Queen," Russian made feature-length animated subject in color which U-I has adapted for American release, will be shown out of competition as a joint American-Soviet achievement. According to the rules of the Festival, this picture must be shown out of competition because it previously was exhibited at a film festival in Vancouver, it was explained by Irving M. Levin, director of the San Francisco Festival.

'Melephant' Entered

"The Boy Who Owned A Melephant," two-reel short subject in color which was produced by Gayle-Swimmer-Anthony Productions and is being distributed by U-I, has been entered in the short subject division in competition for "Golden Gate Awards."

Univ., Ustinov Sign

HOLLYWOOD, Oct. 18. — Peter Ustinov's play "Romanoff and Juliet," will be brought to the screen under the Universal - International banner as a result of negotiations just completed between Ustinov and the studio, it has been announced by Edward Muhl, U-I vice-president in charge of production. Ustinov wrote, directed and starred in the play, which was a hit in London and Paris as well as Broadway and on the road. In addition to writing the screenplay, he will produce and star in the picture in which his co-stars will be Sandra Dee and John Gavin.

Roach Gets 'Terror'

Hal Roach Distribution Corp. has acquired the American distribution rights for "Terror Is a Man," it was announced by Fred J. Schwartz, president. The Lynn-Romero Production stars Francis Lederer, Greta Thyssen and Richard Derr and was filmed entirely in the Philippines. A December release is scheduled.

..."UNIVERSAL-INTERNATIONAL
INTENT ON SUPPLYING A PROFITS
FROM EXHIBITORS FOR

"A SLICK HOLIDAY PACKAGE THAT WILL ATTRACT TOP BOX OFFICE"!

Jim Powers, *VARIETY*

"ANOTHER BIG MONEYMAKER FOR THE INDUSTRY"!

Samuel D. Berns,
MOTION PICTURE DAILY

"WHAT MORE COULD AN



CARY GRANT
"OPERATION
Co-starring JOAN O'BRIEN • DINA MERRI
and ARTHUR O'CONNEL

EEMS HELL-BENT FOR HILARITY,
PROMISING ANSWER TO THE PLEA
MORE SCREEN LAUGHTER!" Ivan Spear, *BOXOFFICE*

"A TOWERING ATTRACTION, SURE TO DO TREMENDOUS BUSINESS"!
William R. Weaver, *FILM DAILY*

"SURE TO BE A BIG MONEYMAKER"!
Jack Moffitt, *HOLLYWOOD REPORTER*

HEATRE OPERATOR ASK?" —*BOXOFFICE*



TONY CURTIS
ETTICOAT"
in Eastman COLOR
ENE EVANS with DICK SARGENT
ed by Blake Edwards • Screenplay by Stanley Shapiro and Maurice Richlin
ced by Robert Arthur • A Universal-International Release • A Granart Production

CHRISTMAS ATTRACTION, RADIO CITY MUSIC HALL

Television Today

USIA Cites Growth Of TV Overseas

From THE DAILY Bureau

WASHINGTON, D.C., Oct. 18. — Television overseas is continuing to expand rapidly, with more African and Near East countries coming into the picture, the U.S. Information Agency said today.

In a report to its overseas posts, the Information Agency noted that, as of Sept. 30, there were 985 TV transmitting stations of all types (originating stations, relay stations, experimental stations, etc.) and 28,047,700 sets in operation abroad.

USIA officials pointed out that the current figure of 985 TV stations compares with 639 on Sept. 30, 1958—a step up of more than 50 per cent for the past year. The number of TV sets in use today, USIA officials said, represents an increase of nearly 30 per cent during the past 12 months.

For the six-month period (April 1-Sept. 30, 1959) covered in the report, 130 new TV stations went into operation, and TV sets increased by more than 2,400,000.

Communist Bloc Behind

Free-world countries overseas now have 819 TV stations and the Communist bloc 166. The USSR added 20 new stations during the past six months. Czechoslovakia and Poland added two each, and East Germany one.

The free world gained 2,200,000 sets since last April and now has 24,000,000. The Communist bloc, with a gain of 200,000 sets, has 4,000,000. (This increase in Communist bloc figures is based on data from satellite countries; no firm figures of increase in sets in use were available from the USSR.)

Three Stations in China

The report added that Communist China (with three TV stations) has announced, for the first time, that it has 5,000 TV sets in use in the Peiping area.

Several countries in Africa and the Near East, the report said, are planning to inaugurate TV shortly. The Central African Federation (Rhodesia and Nyasaland), expects to have TV next year; Ghana is considering it, Liberia plans to have it by December, and television in Western Nigeria is expected to go on the air at the end of October.

Service Started in Lebanon

The USIA report also noted that Lebanon has inaugurated TV service, and that the United Arab Republic has launched an ambitious TV construction project. Israel expects to have TV within two years.

Other overseas television developments pointed out in the USIA survey:

East Germany continues to aim anti-American propaganda at West German television audiences.

Communist bloc countries have intensified attempts to tie in with Eurovision, the Western European television network.

In the USSR, where television covers about 25 per cent of the Soviet Union, two new stations and 18 relay transmitters were reported to have gone on the air since last April. According to a Moscow broadcast, Moscow residents soon will be able to receive TV transmissions from Warsaw and Berlin, and to follow sports events in foreign capitals on their TV screens.

Inaugurated Sept. 15

All India Radio's experimental television service was inaugurated on September 15.

In Japan, six government-owned and 12 commercial stations went on the air in the past six months, and the set count has almost reached the three-million mark.

The television report excludes the U.S., its territories, Canada, and the U.S. Armed Forces stations.

May Revise Television Code As Result Of Testimony on Quiz Shows: Fellows

From THE DAILY Bureau

WASHINGTON, Oct. 18.—Harold E. Fellows, president of the National Association of Broadcasters, said at the weekend that the industry's own self-regulatory arm is prepared to set up additional safeguards in the Television Code if necessary to prevent "rigging" of TV quiz programs. He declared: "This industry has proved, in its four decades of service, in can clean its own house when necessary."

Fellows spoke before the NAB Fall Conference, first of eight to be held throughout the country, at the Mayflower Hotel here. Attending the conference are more than 300 radio and television executives and others connected with broadcasting.

Is 'Personally Concerned'

The NAB president said: "I should like to take a moment at this point to express my personal concern, and that of your Association, over certain testimony presented to the House Legislative Oversight Committee during the past several days relating to the 'rigging' of television quiz programs.

"I will not try to explain or justify this unfortunate episode in broadcasting, wherein outside packaging producers have hoodwinked the public and the broadcasters whose facilities they use. I assure you that we at NAB are fully aware of the broadcaster's responsibility to the viewing public.

"Nor should I have to remind you that the result of these hearings may be a challenge to our system of voluntary self-regulation, which has attained much stature among viewers, government, and our own industry.

"We are recommending to the NAB Television Code Review Board that serious consideration be given to such facts as are developed during the course of these hearings.

"Should the Television Code require additional language to further safeguard the viewing audience against misrepresentation or deceit, in this or other areas of programming, the needed steps will be taken.

Cites Responsibility to Public

"May I emphasize—and I am sure that I speak for all broadcasters—we are disturbed by this situation. Equally so, we are not unmindful of the responsibilities to our viewers that exist under the American system of free broadcasting.

"The industry has proved, in its four decades of service, it can clean its own house when necessary."

Miami's Educational TV Station Receives Funds

Special to THE DAILY

MIAMI, Oct. 18.—A check for $100,000 has been received by the Dade County School Board to help finance expansion of its educational TV station on Channel 2.

The money is the State ETV Commission's share of the cost of a $200,000 tower in Hallandale which the School Board is in the process of buying. The other $100,000 is coming from Dade funds.

"We expect to have our antenna erected on the tower by Dec. 1," said local TV director Vernon Bronson. "We should be ready to operate by January." The tower, formerly used by station WITV, will enable Channel 2 broadcasts to reach from Palm Beach to South Dade.

Stern in CBS-TV Post

The appointment of Ernest E. Stern as director of press information, CBS Television Network, Hollywood, was announced by Charles S. Steinberg, vice-president, information services, CBS Television Network. Currently director of advertising, promotion and publicity for ABC-TV's Western Division in Los Angeles, Stern will assume his new duties in approximately two weeks.

Public Likes WABC-TV Show Critics Panned

WABC-TV, Channel 7 in New Yo and flagship of ABC-TV, introduc a new comedy variety show on Se 29 called "Everything Goes" (11: P.M. to 12:15 A.M., EST) in the f conviction that it had a "winner." T next day, however, the progra which is broadcast "live," was s agely blasted by two top TV critics metropolitan newspapers.

Smarting from the blows, but s certain it had a good audience sho the station took ads in seven N York dailies reprinting the bad noti in full and in an "open letter to viewers" asked them to send in th opinions of the program. The respo was large and unanimously in fa of the program, Joseph Stamler, vi president and general manager WABC-TV, told the trade press a conference on Friday.

Also present at the conference v Lester Dinoff, newly-appointed pu licity director of WABC-TV.

Admire Station's 'Guts'

TV viewers were particularly i pressed, Stamler said, with the "gu the station displayed in printing t adverse reviews. They also suppli some constructive criticism, he add as they had been asked to do in t ads. This advice is now being follow in several respects.

Stamler feels that WABC-TV inaugurated a practice other static might adopt in order to counteract t bad publicity poor notices can bri

"Everything Goes," Stamler poi ed out, is now in its third week and already 45 per cent sold out. Lett on behalf of the show are still comi in, and it's on the station's sched to stay.

ABC Executives to Me With TV Affiliates Bd.

From THE DAILY Bureau

HOLLYWOOD, Oct. 18.—Leona H. Goldenson, president of Americ Broadcasting - Paramount Theatr Inc. and Oliver Treyz, president the ABC Television Network, head t executives who will meet with t board of governors of the ABC Te vision Affiliates Association Oct. and 23 at the Beverly Hills Hotel.

The two-day conference is one several held each year to discuss t progress and problems of the n work. It will follow a two-day me ing of the board of governors of t Affiliates Association in Beverly Hil

Chairman of the Affiliates Associ tion board of governors is Joseph Hladky, president of KCRG-T Cedar Rapids, Iowa.

Norman Felton Upped

Norman Felton has been appoint general program executive, C Television Network, Hollywood, was announced by Guy della Ciopp vice-president, programs, Hollywoo

heba' Bow

(*Continued from page* 1)

the Fox Wilshire Theatre for stmas Day opening of Edward ll's Super Technirama 70 produc-

a luncheon meeting with the s in Perino's to spearhead the paign on the Biblical spectacle, ed by UA executives: Max E. ngstein, Roger Lewis, Robert nofe and Maurice Segal, Leve an- ced the film would play at a 0 top on a regular basis. (Boston ported as the only city which will the engagement on a hard-ticket e).

llowing the introduction of King r, director of the film, which was luced by Ted Richmond, Lewis re- ed the global plans for the open- of the film as well as the pre- nary advertising campaign to in- the public on the scope and pro- of Super Technirama 70. Lewis rted near completion a huge ted canvas, 42 feet wide by 12 high, which will tour the country n exhibit and merchandise tie-in major department stores.

Outlines Exploitation

oungstein adding information on s for the expenditure of $3,000,- for world-wide exploitation of the He also reported on the status A, pointing to its present purpose effecting a plan for a continuous of product, and stating that he urrently working with Blumofe in eloping a program for 1962, with million earmarked for production ad over the next three years.

oungstein further disclosed nego- ons with Technicolor for the film- of a number of its major produc- s in the Super Technirama 70 ess.

pect 'Sunday' Ruling S. C. This Week

Special to THE DAILY

PARTANBURG, S. C., Oct. 18.— stions concerning the validity of state "blue law" allegedly banning day movies are expected to be sidered by the South Carolina reme Court within the next few s.

ttorney General Dan McLeod and rneys representing theatre inter- cooperated this week in asking the h tribunal to take the case without formality of a prior lower court ision.

s previously reported in MOTION TURE DAILY, the summer-long re- against the so-called "blue laws" an in Spartanburg County and idly spread to other areas of the metto State. Darlington, Anderson, enwood, Cherokee and Greenville nties all became involved in what h legal and film circles described "the real showdown on South Caro- a's 'blue laws'."

. C. Todd, prominent attorney of enville, representing theatre inter- s in that area, appeared before the Supreme Court this week and asserted that, "though many 'blue law' trials have been held, not a single conviction has been obtained because of this constitutional question."

The attorney-general (Mr. McLeod) said he agreed that the Supreme Court should rule in this matter. However, he noted in a reminder to the justices that the high tribunal in the past "has consistently upheld the constitutionality of the Sunday laws and has, in fact, invoked the U. S. Constitutiton in their decisions."

AIP Progressing Overseas

(*Continued from page* 1)

a world tour for the export division, which is only a year old. While in Tokyo he concluded his company's first distribution deal in Japan with the Eihai Company, Ltd., for three pictures.

Meanwhile, Remi Crasto, Far Eastern supervisor for AIP, is now touring the East arranging other deals. He has finalized releasing set-ups in Hong Kong with Edko Enterprises and China Cinema Enterprises in Hong Kong; in India with Ceylon Theatres, Ltd.; in the Philippines with Gruenberg Bros.; in Singapore with the Shaw Bros., and Radio & Cinema Service; and in Indonesia with Radio and Cinema Service.

In certain other countries, including Australia, Argentina, Brazil and Mexico, AIP plans to send its own representatives to set up subsidiary organizations. These men will work through national distributor who will handle the physical operations under the guidance of the AIP head there.

Gains in South Africa

"Headway is also being made now in South Africa," Reich pointed out. Block-booking, hitherto a hindrance, has been broken up by the government and independent producers are gaining more theatre playing time through Bob Perkins, managing director of International Distributors, Ltd.

Stronger product now in preparation by AIP is expected to aid in the company's efforts to gain a firmer foothold in the foreign market, the executive observed.

AIP's war pictures have been well received in Europe and particularly in Germany, Reich said. On the other hand, the films dealing with teenagers have had only a "mild reception." One Iron Curtain Country distributor approached AIP for some of these latter pictures, but the company refused on the grounds they would make "bad propaganda for the U.S.," he noted.

Reich feels there is a preference shown by the State Department to members of the Motion Picture Association to which AIP does not belong. Because of this, he said, the company has had difficulty with blocked funds from AIP product shown in France, Indochina, Spain and Turkey.

Recently, Reich observed, blocked funds from pictures shown in 1955 in Turkey became available to AIP.

In the other cases, there was not enough money involved to merit coproduction arrangements, he said, though AIP might use these blocked funds to acquire foreign pictures for U.S. bookings.

Hard Hit by TV

From his experiences in Australia, Reich observed that theatres there have had their box office receipts cut by two-thirds in the major cities from the impact of TV. In the outlying areas, the picture was brighter. Australia's key cities have 15 stations, and 22 more stations have been granted licenses.

Reich also described the difficulties a non-MPAA member has in Japan, where the law allows only 50 global licenses outside the quota. AIP managed to acquire three of these licenses for its product in 1959.

Reich will travel to Latin America to set up distribution arrangements after the first of the year. Within the next weeks, a supervisor for the Latin American operations will be appointed, and a European head will be chosen some time next year.

EIA Appoints Lack

WASHINGTON, Oct. 18.—Frederick R. Lack, former Electronic Industries Ass'n. vice-president and director and vice-president of Western Electric Company until his retirement in 1958, has been elected director of the EIA Engineering Department, president D. R. Hull announced today. Lack will fill the position occupied for 25 years by Dr. W. R. G. Baker, who will continue his advisory role to the Association as director emeritus of the EIA Engineering Department.

Harrison in New Post

LONDON, Oct. 15 (By Air Mail). —Kay Harrison, managing director of Technicolor, Ltd., here since 1935, has relinquished that post to accept the position of deputy chairman of the organization.

Albert Allan, F. George Gunn and Leslie W. Oliver, all of whom have been with the company over 20 years, have been appointed general managers.

Pasternak to Be Honored

CLEVELAND, Oct. 18. — Joseph Pasternak, producer of MGM's "Please Don't Eat the Daisies," has been named the year's outstanding American of Hungarian descent by the American-Hungarian community of this city. The Metro-Goldwyn-Mayer producer will be honored October 25.

Sanford Quits Todd-AO

HOLLYWOOD, Oct. 18.—Schuyler "Skippy" Sanford, general manager of Todd-AO for the past seven years, has resigned to re-enter the photographic field.

New Dallas Theatre First in 12 Years

Special to THE DAILY

DALLAS, Oct. 18. — Dallas' first motion picture theatre in more than 12 years will open its doors on Oct. 29, Bob Euler, head of theatre operations for the McLendon Corp., reported.

The Preston Royal, which takes its name from the shopping center in which it is located, is owned by B. R. McLendon and his son, Gordon McLendon.

Seat Installation in Progress

In pushing for an Oct. 29 opening, Euler reports that installation of the 1,000 push back seats has already begun and that 70mm projection equipment is scheduled to be installed tomorrow.

The new theatre is located in the northern section of Dallas, a population area that has had the greatest growth since World War II, and there is no theatre in that immediate neighborhood.

Harold Rand Named

(*Continued from page* 1)

vertising manager, completes the reorganization of key personnel of Paramount's domestic advertising-publicity organization, Pickman said.

"The appointments," he added, "are the major steps in a far-reaching reorganization program of the company's overall merchandising operation under the direction of Martin Davis, the company's national advertising, publicity and exploitation manager."

Affiliated with Buena Vista for the past two years as publicity manager, Rand previously was with 20th Century-Fox for eight years, where he served in key promotional posts.

Start '4-D Man' Tour

Lee Merriwether, "Miss America of 1955," who is co-starred in "4-D Man," the new Fairview Production being released by Universal-International, has started a Southern tour on behalf of the territorial saturation kickoff of the picture scheduled for Thursday at the Paramount Theatre in Atlanta. Jack H. Harris, producer of "4D Man," is making the tour with Miss Merriwether. The cities being covered include Atlanta, Birmingham, Chattanooga, Columbus, Macon, Savannah, Augusta, Nashville, Knoxville and Kingsport, Bristol and Johnson City, Tennessee.

Gins Joins Lopert

Joe Gins, veteran industry sales executive, has joined the Lopert Films organization as district sales representative in the Boston, New Haven, Albany and Buffalo exchange territories, effective immediately, it was announced by Ilya Lopert, president. Gins replaces Abe Weiner, who has resigned his post. Gins will make his headquarters in the United Artists exchange in Boston.





UNITED AIR LINES' DC-8 JET MAINLINERS

NEWEST...ROOMIEST...BEST OF THE JETS

The great DC-8 is now in service on United Air Lines. No other jet offers you such newness, such spaciousness, such quiet and luxury. Only Douglas could build it. Only United Air Lines flies it from New York and Chicago nonstop to California. Plan to enjoy the new standard of jet travel on the jet designed from the drawing board up specifically for *passenger* service. Call your Travel Agent or United Air Lines.

UNITED AIR LINES ® DC-8

JET MAINLINER, BY DOUGLAS

THE BEST OF THE JETS...PLUS UNITED'S EXTRA CARE

This is a section of the Red Carpet Room, one of the many innovations you find on United's new DC-8 Jet Mainliner*

*Red Carpet is a service mark owned and used by United Air Lines, Inc.



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 77 NEW YORK U.S.A., TUESDAY, OCTOBER 20, 1959 TEN CENTS

Trade Rallies Forces

New Film Bill Due Early in U. K. Session

Action on Tax, Sunday Act Also Studied by Trade

By PETER BURNUP

LONDON, Oct. 17 (By Air Mail). —With a Conservative administration firmly in the saddle again at Westminster, film trade leaders are urgently considering among themselves various forms of approach to Prime Minister Harold MacMillan.

A new CinemaScope Films Bill must, perforce, be introduced in the Commons early in the forthcoming session; for the present quota legislation expires in September next.

The views of all the trade associa-

(*Continued on page* 3)

Services Today for McKay, Attorney, 64

Funeral services for Willard S. McKay, attorney, who was former vice-president and general counsel of Universal Pictures, and former vice-president and general counsel for the Schine Circuit, Gloversville, N. Y., will be held at 10 A.M. this morning

(*Continued on page* 3)

MGM-TV Developing 13 Properties for '60-61

MGM-TV is developing a minimum of thirteen new properties for the 1960-61 season, George T. Shupert, vice-president in charge of television for Metro-Goldwyn-Mayer, announced yesterday at a press conference in the home office. The majority of these properties have been developed by

(*Continued on page* 6)

***TELEVISION TODAY*—Page 6**

Court Suggests 'Overseers' for Ascap Distribution Plan; Hearing Continues

Although refusing to grant permission to individual groups of Ascap members to intervene in the action, Federal Judge Sylvester Ryan in U. S. District court here yesterday agreed to devote two days to hearing opponents of the proposed amended consent decree worked out by Society officials with the Department of Justice.

The hearing opened with more than 100 persons in Judge Ryan's court room and continued throughout the day. It will resume this morning, probably being concluded at the end of the day.

At one point in the hearing, Judge Ryan remarked that a possible solution of the logging of musical performances and allocation of royalties to Ascap's publisher and song writer members might be found in the appointment of overseers who would examine the working of the Society's machinery every three months or so, and suggest changes when deemed

(*Continued on page* 3)

Hammer, Columbia Deal 15 Films in 3 Years

(Picture on Page 6)

Hammer Films will deliver five pictures per annum during 1959, 1960, and 1961 for U.S. and world-wide distribution by Columbia Pictures, James Carreras, Hammer's managing director, told the trade press here yesterday. "Yesterday's Enemy" is the first picture to be delivered under the new agreement, and General Sir Robert Mansergh, also present at the

(*Continued on page* 6)

Score Supreme Court's Censorship Rulings

Special to THE DAILY

NEW ORLEANS, Oct. 19.—Recent decisions, particularly that in the "Lady Chatterley's Lover" case, of the U.S. Supreme Court restricting the right of states to enforce motion picture censorship laws, were deplored by the Catholic Holy Name Society in its convention held here over the weekend.

The convention also commended

(*Continued on page* 3)

Censorship on Agenda At Compo Meet Thurs.

Censorship will be one of the major topics up for discussion Thursday at the annual meeting at the Astor Hotel of the COMPO membership, board of directors and executive committee, Charles E. McCarthy, COMPO information director, said yesterday.

McCarthy and Tim Clagett of the

(*Continued on page* 3)

Survey Finds Theatre Attendance Up As Result of Big Remodeling Programs

Theatre operators throughout the country are bolstering attendance by pouring millions of dollars into refurbishing, remodeling and re-equipping their show places, Frank Singiser, Mutual Network business and financial news editor, said yesterday on his "Report from Wall Street" weekday series over the network. Singiser has just completed a survey of 135 theatre circuits and is presenting results on his program all this week through Friday.

The surveyed circuits, representing 5,700 of the indoor theatres and drive-ins in operation throughout the country, reported they are spending a total of $38,700,000 this year for refurbishing, re-equipping and reconstruction. They have allocated $40,428,000 for 1960 operations, Singiser said.

On the programs this week he is also interviewing leading theatre executives. His guest yesterday was Harry Brandt, president of Brandt Theatres, who said that 1959 attendance in his 136-theatre chain "is up some 17 per cent over 1958 so far this

(*Continued on page* 6)

Urges Unity

Film Shortage No. 1 Problem: Kerasotes Plea

Stems from Divorcement, U.S. Consent Decrees

(Picture on Page 2)

Special to THE DAILY

CHARLOTTE, Oct. 19. — Unity within exhibition and the latter's cooperation with production and distribution are capable of solving theatre owners' problems, George G. Kerasotes, president of Theatre Owners of America, told the annual convention of Theatre Owners of North and South Carolina at the Hotel Charlotte here today.

The primary problems of exhibition now, Kerasotes believes, are prod-

(*Continued on page* 2)

Carolinians for Velde's Spaced-Release Plan

Special to THE DAILY

CHARLOTTE, Oct. 19.—A resolution criticizing the lack of an orderly release program was adopted by the Theatre Owners of North and South Carolina here today after a top distribution official had soundly scored film companies for failure to adopt such a program. James H. Velde,

(*Continued on page* 2)

'Personal' Promotion Of 20th-Fox Outlined

Special to THE DAILY

CHARLOTTE, N. C., Oct. 19.—20th Century-Fox's policy of "personalized promotion" was outlined in detail today by Rodney Bush, the company's exploitation director, at the convention of Theatre Owners of North and South Carolina at the Hotel Charlotte here.

Bush characterized 20th's newly ex-

(*Continued on page* 2)

ADVERTISED IN THE NOVEMBER ISSUE OF Redbook The Magazine for Young Adults 7,500,000 PRIMARY READERS

HAL WALLIS' PRODUCTION "career" DEAN MARTIN ANTHONY FRANCIOSA SHIRLEY MACLAINE CAROLYN JONES Paramount Pictures

PERSONAL MENTION

SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres, has returned to Springfield following a trip to Central America.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Boston.

•

EARL COLLINS, president of Hollywood Television Service, has returned to Los Angeles from a 13-week cross-country trip.

•

MEYER FRIEDMAN, manager of the Rialto Theatre, Baltimore has returned there with MRS. FRIEDMAN from Atlantic City, N. J.

•

REX HARRISON has returned to New York from London via B.O.A.C.

•

ROBERT M. STERNBERG, of New England Theatres, has returned to Boston from Hartford.

•

LUREE NICHOLSON, daughter of JAMES H. NICHOLSON, president of American International Pictures, was married on Saturday at Encino (Calif.) First Presbyterian Church to CHRISTOPHER HOLMES.

Disney Dividends Set

HOLLYWOOD, Oct. 19. — Directors of Walt Disney Productions at a special meeting today declared a quarterly cash dividend of 10 cents per share on the company's common stock, together with a three per cent stock dividend on the company's common stock, each payable Jan. 1, 1960, to stockholders of record on Dec. 3, 1959.

Morton Spring Returns

HOLLYWOOD, Oct. 19. — Morton Spring, president of Loew's International, returned to New York over the weekend after a week of meetings at MGM with Sol C. Siegel, studio head, and other executives and producers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"THE FBI STORY"
Starring JAMES STEWART
VERA MILES
A WARNER BROS. Picture In TECHNICOLOR®
and GALA NEW STAGE SPECTACLE

Kerasotes Plea

(*Continued from page* 1)

uct supply, legislation affecting theatres adversely and keeping the small theatres in business.

The TOA president gave first place in his discussion to the product supply, pointing out that it had decreased further this year and asserting that "all indications point to a smaller supply in 1960."

He attributed the decline of production directly to theatre divorcement imposed by the Federal anti-trust consent decrees affecting the major companies.

Sees Patient 'Nearly Killed'

"The exhibitor leaders who advocated this," Kerasotes said, "have nearly killed the patient with the remedy. When we destroyed vertical integration in our industry, we destroyed the greatest need for Hollywood to supply thousands of their own theatres with programs, and their greatest necessity of operating a 52-week business with orderly releases.

"We can say without any hesitancy or question of doubt that if divorcement was not in effect, our former production-theatre companies would be making sufficient production to supply their own theatres," Kerasotes said.

He said other contributory factors in the decrease in production were sales of old films to television and the competition for material and talent aggravated by the entry of major studios into film production for television.

Cites Injury from Films-to-TV

Kerasotes said that the availability of pre-1948 films to television kept people at home and made the public more selective in its film tastes. The result was closed theatres and loss of public support for all but blockbusters, with an inevitable further reduction of production.

The exhibitor is partly to blame for this result, however, he said, pointing out that top films get 15,000 theatre dates and smaller pictures get 1,000 to 4,000, thus discouraging producers from making more program films.

"Let me urge you," Kerasotes told the exhibitors present, "to try and play as many pictures as possible, and give special attention to these secondary features. Your playdates will encourage the companies to make more pictures."

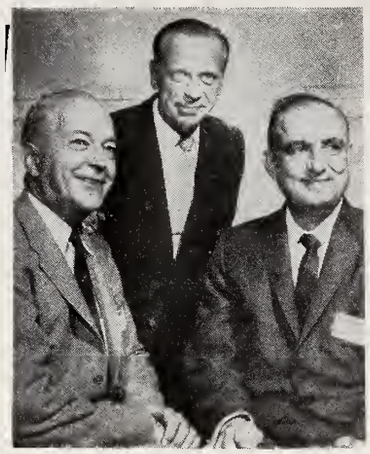
'Must Attack,' He Says

He said exhibitors also "must attack the challenges of the future and come forth with new innovations in our theatres to attract greater audiences. While the present production outlook is extremely critical, the shortage of programming has existed before in our short history. It was solved by exhibition playing a part in production. This is inevitable if the present crisis continues."

Kerasotes also urged the exhibitors to undertake area saturation promotions for selected pictures, such as those which proved so successful in midwestern territories earlier this year.

Calls Pay Law a Threat

He warned that exhibition faces a serious threat in the new Federal minimum wage legislation and that it must face the competition of cable toll TV unless that system is brought within FCC regulations also, as proposed by the Harris bill. The TOA president also urged the theatre owners to avail themselves of industry conciliation whenever they have legitimate grievances.



wirephoto

At the convention of Theatre Owners of North and South Carolina in Charlotte yesterday: Ernest Stellings, Rodney Bush, and George Kerasotes.

Velde's Plan

(*Continued from page* 1)

vice-president of United Artists, told the Carolina exhibitors, holding their annual convention here, that "one of the pitfalls of our business has been the lack of such a program." "Spacing of releases is an absolute necessity," he said.

Velde then lauded the industry for the number of big blockbusters soon to be released.

The association also passed two other resolutions, one complaining about the shortage of short subjects, and the other against distasteful material.

Frank Beddingfield Elected

The theatre owners elected Frank H. Beddingfield president to succeed Sam Irvin of Asheville. H. George Meyer of Charleston, S. C., and W. H. Hendrix, of Reidsville, were elected vice-presidents. Irvin was named chairman of the board.

Bush Outlines

(*Continued from page* 1)

panded regional advertising and pul licity force as a group which woul "work with exhibitors, collectivel and individually to insure persona ized promotion."

"When we talk about doing mo for the exhibitor than any other fil company," Bush declared, "we go o and do it." The executive called a tention to the film company's rece announcement that it would provid an ad-pub manager for each of its d mestic exchange areas. The progra is now under way, with recent a nouncements bringing the field for from 19 to 24, on its way to the go of 38.

Points to Local Company Men

"Our attitude is particularly appli able here in the Carolinas," said Bus "We are, so far as I know, the on film company with an advertisin publicity representative permanent stationed in the Carolinas and devo ing his time exclusively to the tw state area. This is what we mean wh we say 'personalized promotion'."

"Each one of our regional ad-pu managers is equipped with the natio al campaign picture on our release He also has the know-how and when withal to apply this campaign a concept locally. Wherever we ha tied-in with manufacturers, mercha disers or publications, there is a loc application which can be utilize This is the job of our regional man

Tells of Clinics, Seminars

Bush also went on to outline t company's plan for local merchandi ing clinics and exploitation seminar He also described 20th advertisin publicity and exploitation plans f forthcoming attractions.

'Odds' in 200 Keys

Harbel Productions' "Odds Again Tomorrow," a United Artists releas will open in 200 key situations acro the country during the next fo weeks.

WANTED
Motion Picture Theotre Monager with previous road show experience for deluxe operotion in New York Stote. Reply giving complete resume, your solory requirements and references to:
Box 1014, MOTION PICTURE DAILY, 1270 6th Avenue, New York 20, N. Y.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST
For The Quickest And Best Holiday Promotion Trailers
Send Your Order To
FILMACK
1327 SO. WABASH - CHICAGO
630 NINTH AVE. - NEW YORK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

Kodak Sales, Earnings Rise for 3 Quarters

Special to THE DAILY

ROCHESTER, N. Y., Oct. 19.—ales and earnings of the Eastman Kodak Co. for the first three quarters f 1959 were up substantially com-ared with a year ago and were the est the company has had for any orresponding interval, it was report-d today by Thomas J. Hargrave, hairman, and Albert K. Chapman, resident. Consolidated sales of the ompany's establishments in the Jnited States for the first three quar-ers (36 weeks ended Sept. 6) were 621,792,393, about 13 per cent more han sales of $551,006,974 for the imilar period of 1958.

Net earnings were $87,549,692, bout 38 per cent above the $63,-29,367 reported for the 1958 three uarters. Earnings were equal to 2.27 per common share against 1.65 a year ago, both based on the 8,382,246 shares now outstanding. Jet earnings were 14.1 per cent of ales this year, compared with 11.5 er cent a year ago.

Pre-tax earnings were $184,549,692, bout 39 per cent more than the 133,129,367 for the first three quar-ers of 1958. The provision for in-ome taxes amounted to $97,000,000 gainst $69,500,000 a year ago.

Services for McKay

(*Continued from page* 1)

t St. Peter's Church, Danbury, Conn. IcKay, who was 64 years old, died aturday at his home near Danbury.

McKay was general counsel of Uni-ersal from 1930 to 1938, when con-rol of the company was sold by Carl aemmle to J. Cheever Cowdin's tandard Capital Corp. He contin-ed as special counsel for the com-any until 1940. He was general ounsel for the Schine Circuit for uch of the same period and was as-ociated with that company's defense n the anti-trust suit brought against t by the U.S. Department of Justice. He then entered the private practice f law and had offices in Rockefeller enter.

McKay is survived by his widow; a daughter, Mrs. Patricia Pigg, and our grandchildren. Burial will be in St. Peter's Cemetery, Danbury.

Join in 'Sheba' Bow

George Sanders and Marisa Pavan will join Gina Lollobrigida and other members of the "Solomon and Sheba" cast at the world premiere of Edward Small's Super Technirama-70 spectacle at the Astoria Theatre in London on Oct. 27. Miss Lollobrigida is starred with Yul Brynner in the United Artists release.

John Hewitt, Sr., Dies

CINCINNATI, Oct. 19. — John Hewitt, Sr., active in the film industry for some 40 years, died at Bethel, O., at the age of 70. At the time of his death he and his son, John, Jr., operated the Midway Theatre in Bethel.

Court Proposal Given Ascap

(*Continued from page* 1)

necessary. He said he had in mind men like New York Representative Irving M. Ives, or former New York Supreme Court Justice John E. McGeehan, but has not talked to them about it and does not know whether they would accept such an appointment in the event it were to be offered to them.

However, he said, he would rather see one man with legal training and one with business training delegated to sit down every few months and see how whatever decree is approved is working out.

Richard B. O'Donnell, chief of the anti-trust department of the U. S. Attorney General's New York office, told the court that he was convinced Ascap operations required regulation and if the Federal Court wouldn't provide it didn't know who would. The proposed amended decree, he pointed out, is the culmination of 20 years of off and on litigation involving the distribution of what presently amounts to $28,000,000 annually to publisher and writer members.

O'Donnell said the Justice Department had received many complaints from Ascap members over a period of years against the payment system and concerning alleged control of Ascap by certain groups.

Counsel for groups of both writers and publishers, speaking as friends of the court, yesterday objected to what they termed "weighted voting," as well as to the pay-off system and logging method. They claimed that the top 12 publisher and writer members dominated the Society and that the proposed decree amendments would not provide the proper remedies insofar as their clients are concerned.

All presented their objections in memoranda filed with the court.

'Pillow Talk' Continues Record-Setting 'U' Pace

"Pillow Talk," which is continuing to open in key and sub-key situations throughout the country, is setting new marks for Universal and holding over in every situation, the company said yesterday. At the Denver Theatre, Denver, it set an all-time record, grossing $12,125 over Saturday and Sunday; at the Rivoli in Toledo its first five days, $9,200, topped all pictures at the house in ten months; at the Broadway in Portland and the Music Hall in Seattle the first three days, $6,900 and $6,555, respectively, totaled more business than any U-I picture in those cities did in the past year in a full week.

Other figures: $48,500 at the United Artists Theatre, Chicago, for the first week; $14,950 at the Fulton in Pittsburgh in four days; and $17,825 at the Egyptian in Los Angeles in five days. Meanwhile in New York the film did $33,350 in the first five days of its second week at the Palace and $11,040 in the same period at the Murray Hill.

Censorship on Agenda

(*Continued from page* 1)

MPAA will talk on the problem. They will recount the results of campaigns conducted during the last several months in states whose legislatures considered censorship, and also will point out the threat of more censorship legislation in those states whose legislatures meet this winter.

The legislatures of 18 states will meet shortly after the new year, McCarthy said. It is practically certain, he said, that censorship will be introduced in at least three of them—New York, Maryland and Kansas—and it is probable that other states "will also heed the rising clamor."

McCarthy said that COMPO had participated actively in censorship campaigns in the last few months in New York, Maryland, Pennsylvania and Ohio

New Film Bill

(*Continued from page* 1)

tions on the future shape and pattern of quota were lodged with the Board of Trade several months ago. The new president of the board—Reginald Maudling—is no stranger to the trade's problems for, under the last Government, he served for two years as economic secretary to the Treasury.

Two other matters are giving concern to the trade's leaders; namely, the Entertainment Tax and the antiquated Sunday Observance Act and its corollary the Sunday Opening Levy imposed on cinemas.

The industry's tax committee is actively organising a new and aggressive campaign, which it is hoped will lead to the total abolition of the tax in next April's budget. But the Sunday Levy presents difficulties.

It would manifestly be impossible for the Conservative Government to introduce a bill abolishing the levy forthwith; for it has no official mandate to do so.

Trade leaders are hoping and with some assurance that R. A. Butler, Home Secretary and leader of the House, will institute what is known as a departmental inquiry into the matter and leave the introduction of a bill—or otherwise—to the committee. There is little doubt of the outcome if Butler elects to take that course.

Interstate's Esquire to Get 70mm. Equipment

Special to THE DAILY

DALLAS, Oct. 19.—Interstate Circuit's Esquire Theatre here will be closed around Dec. 2 for several days for installation of 70mm. equipment. It will reopen Dec. 30 with Samuel Goldwyn's "Porgy and Bess" and, regardless of the length of the run of that picture, will follow with "The Big Fisherman."

In addition to installation of 70mm. equipment, the Esquire will be equipped with a larger screen.

PEOPLE

Louis Nizer, member of the law firm of Phillips, Nizer, Benjamin, Krim and Ballon, will serve as general chairman for the special tribute to Health for Peace which will honor Max E. Youngstein, vice-president of United Artists, at the Hotel Biltmore here on Dec. 14.

□

Harry Mayer, head of Warner Brothers Eastern talent and story department, and his wife, **Dinky**, celebrated their 25th wedding anniversary Friday evening with a party at the Vernon Hills Country Club, Tuckahoe, N. Y. **Mrs. Mayer** is a former captain of the Radio City Music Hall Rockettes.

□

Maurice C. Brown, Lorain, O., is operating the circuit of Zegiob theatres in the interest of the Zegiob estate since the death, last August, of **Elias Zegiob.**

Hold 'Delilah' Meetings At Paramount Studio

From THE DAILY Bureau

HOLLYWOOD, Oct. 19. — More than 40 exhibitors met at Paramount Studio today where they were briefed on the all-new advertising, publicity and exploitation material for Cecil B. DeMille's "Samson and Delilah," soon to be released in the greater Los Angeles area. Exhibitors were shown the new series of theatre and television trailers, radio spot announcements and lobby displays, all of which have been tailored specifically for the coming engagement of "Samson."

Those attending included: Dick Mason, Hal Wyatt, Bob Weeks, Fay Reeder and Pete Latsis, of Fox West Coast; George Smith, Jack Case, Stanley Lefcourt, Frank Diaz, Jim Barka, Chan Wood, Jack Carter and Fred Roe, Pacific Drive-Ins; Harold Citron, Metropolitan Theatres; Ruth Sterling, Stanley-Warner Theatres.

Herb Steinberg, Paramount Studio publicity manager, conducted today's meeting, aided by Neal East, Arnold Shartin and Bob Blair of Paramount's Los Angeles exchange.

Score High Court

(*Continued from page* 1)

the National Legion of Decency for its fight against "immoral literature and movies." It voted to commend Postmaster General Arthur Summerfield for his "persistent fight against the use of the mails for transporting obscene literature."

'Nude' in S. F. Fete

France will be represented at the coming San Francisco International Film Festival by "Nude in a White Car," it was announced here by Richard P. Brandt, president of Trans-Lux Distributing Corp., which will release the film throughout the U.S. in December.

for the
coming
holiday
season...

JULES VERNE'S

spectacular

JOURNEY TO THE CENTER OF THE EARTH

STARRING

PAT BOONE

IN HIS MOST IMPORTANT ROLE
...REVEALING A NEW
DRAMATIC MATURITY

JAMES MASON

THE UNFORGETTABLE CAPTAIN NEMO
OF "20,000 LEAGUES UNDER THE SEA"
IN HIS SUPREME CHARACTERIZATION

ARLENE DAHL

A STRIKING BEAUTY, A FIERY
PERSONALITY, A FINE TALENT

DIANE BAKER

THE OUTSTANDING YOUNG STAR OF
"THE DIARY OF ANNE FRANK" AND
"THE BEST OF EVERYTHING"

PRODUCED BY

CHARLES BRACKETT

who gave you "THE KING AND I"

DIRECTED BY

HENRY LEVIN

who gave you "BERNARDINE"

SCREENPLAY BY

WALTER REISCH and
CHARLES BRACKETT



...the newest screen achievement from JULES VERNE, author and creator of "20,000 Leagues Under the Sea" and "Around the World in 80 Days"... lavishly produced by 20th Century-Fox in CinemaScope, Color by De Luxe and Stereophonic Sound

EXPLORE

The Crater of Snakells-Jokull

The Cavern of Light

The Stratum of Cinnabar

Stalagmites and Stalactites

The Floor of Transparent Zircon

The Giant Flesh-Eaters

The Grotto of Quartzes

The Cascading Salt

The Black Canyon

The Underground Labyrinth

The Cave with the Natural Bridge

The Forest of Mushrooms

The Underground Ocean

The Limestone Shaft



FROM 20th...THE HOTTEST STORY IN THE INDUSTRY TODAY!

Television Today

Who's Where

Thomas Velotta, ABC-TV vice-president assigned to the network's West Coast offices for the past two years, has been recalled to New York to become vice-president in charge of special programs, it was announced by **Thomas W. Moore,** vice-president in charge of programming. Under the direction of Moore, Velotta will be responsible for all ABC-TV specials.

□

Jack Donohue, TV producer-director, has signed a contract with the NBC Television Network, it was announced by **David Levy,** vice-president, NBC Television Programs and Talent. Donohue, who has been identified with various areas of show business for more than 25 years, has been assigned as producer-director of the Dean Martin and Cyd Charisse shows to be telecast on NBC-TV later this season.

□

Robert C. Troup, Rosario P. Iannelli, and **Robert H. Foster** have joined the CBS Television Network production sales department as account executives, it was announced by **Ira G. DeLumen,** Eastern sales manager, production sales. Troup resigned his position as president of International Media Exchange Club, Inc. to come to CBS.

MGM-TV's 13

(*Continued from page* 1)

MGM-TV's own creative staff under the direction of Richard Maibaum.

Using a 43-minute color film to outline MGM-TV's overall point of view on TV programming as well as to detail the scenarios of 12 of the programs, Shupert made a bid for preproduction cooperation between the TV film producing company and networks, agencies and sponsors. Such a practice, Shupert maintained, should reduce much of the costly waste of pilot films.

Deals Closed for Three

"We have been showing our presentation film to networks and advertisers with the hope of avoiding pilots on program ideas which may find little or no acceptance in the market," Shupert stated. "As a result of our desire to work cooperatively in the planning stages of production, we have already concluded network deals on three of our properties; the hour long 'Asphalt Jungle,' and 'The Islanders,' and the half-hour, 'Father of the Bride.'

"We expect to announce similar deals in the near future on our other properties which include, 'Me and My Gals,' 'Steven V,' 'Night People,' 'Gold Eagle Gun,' 'The Agatha Cristie Series,' 'Mystery Street,' 'Dr. Kildare,' 'National Velvet,' 'Paradise Kid,' and 'P.S. From Paris'."

MBS Scans Theatres B.-O.

(*Continued from page* 1)

year. "We anticipate for 1960 a further ten per cent development in our business, having examined the future programming of each one of the film companies."

Brandt said his company has already spent one-million dollars this year in refurbishing and re-equipping —"a good deal went to equipping the theatres with 70mm wide-angle projection facilities"—his theatres. Brandt is scheduling another million-dollar expenditure on his theatres in 1960.

Spurred by Picker Report

Singiser said a Sept. 23 report by Eugene Picker, president of Loew's Theatres, Inc. following a meeting of that firm's board, prompted the network survey. At that time Picker said Loew's was spending a total of $1,400,000 to refurbish and re-equip the State and Capitol theatres here and was allocating in excess of $2,000,000 for the reconstruction of one of its showplaces in Washington, D.C. Picker is also scheduled to be interviewed later this week on "Report from Wall Street."

Increased attendances varied throughout the country, Singiser reported. The Sterling Theatres chain of 26 indoor and six drive-ins in and around the Seattle, Wash. area reported no increased attendances this year over last. But the O.K. Theatre chain of eight hard-tops and one drive-in in and around Dallas, Tex. reported a 25 per cent hike.

In New York, there was wide variance in theatre attendances. Though the Fox Theatre chain reported no appreciable hike this year over last, the Premier Theatres showed three per cent; the Interboro Circuit five per cent; the Roth Theatres six per cent; the District, Goldman and Guild Theatres 10 per cent; the Independent chain 15 per cent and the Comerford chain 20 per cent. Most operate neighborhood houses, particularly in heavily residential and suburban areas.

Sees Average as 10.12%

Singiser said increased attendances reported by the surveyed chains averaged 10.12 per cent. He pointed out that over 90 per cent of the respondents to his questionnaire reported "poor television programming" as one of the causes of increased theatre attendance. Other reasons given were: "better pictures"; "more drama and less message shows"; and "more showmanship on the part of picturemakers."

The survey also revealed that most theatre operators plan to increase their advertising and exploitation budgets for the first three months of 1960. Over 90 per cent, Singiser said, reported increased 1959 budgets over 1958. Theatres budget most of their ad dollars in newspapers, radio and television, he reported.

The surveyed chains also indicated they would extend their drive-in theatre operations, even in colder areas, through the winter months through installations of car-heater equipment. For example, the Smith Management Group, headquartered in Boston, Mass., will operate 24 of its 26 drive-ins this winter.



James Carreras meeting the press yesterday.

Pal Plans Feature Film On Art of Puppetry

From THE DAILY Bureau

HOLLYWOOD, Oct. 19. — The art of puppetry will be given its most extensive film exposure in a feature-length attraction tentatively titled "Calvacade of Puppetry," to be released next year by producer-director George Pal.

Pal will begin work on the new film in London in December, after completion of his current MGM production H. G. Wells' "The Time Machine."

Lunch for Carreras

James Carreras, managing director of Hammer Film Productions, will be the guest of honor at a luncheon to be given here today at the Laurent Restaurant by Milton R. Rackmil, president of Universal Pictures, and attended by Universal executives. Hammer is to produce two new films for Universal release—a new "Dracula" and "The Phantom of the Opera."

Ohio Theatre Reopens

SEBRING, O., Oct. 19.—Charles L. Mack will reopen his Strand Theatre on Oct. 31. It is the only film house in this town of 4,000 population.

'Mouse' Here Monday

Columbia's "The Mouse That Roared" will open at the Guild Theatre here on Monday.

Hammer Deal

(*Continued from page* 1)

meeting, will tour major cities in connection with its release. While Carreras is in town, he will confer with A. Schneider, Columbia president, and Leo Jaffe, first vice-president, about extension of the contract.

The 1959 quota for Columbia release also includes "Stranglers of Bombay," "Never Take Candy from a Stranger," concerning sex crimes against children, "Two Faces of Dr. Jekyll," and "The Ugly Duckling."

Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity, told reporters that his company will handle the first four productions in "a major way," taking full advantage of their international possibilities. All are in various stages of completion.

Columbia Owns 49%

Columbia owns some 49 per cent of Hammer's Gray Studio shares, and will finance half, with Hammer supplying the remainder, of each of the upcoming productions specified in the contract. Previously, Hammer releases had been dealt with on a picture-by-picture basis. Columbia's arrangements allow Hammer to distribute one film per year with Universal.

Since the historical accuracy of "Yesterday's Enemy" has been questioned General Mansergh will make a tour to confirm its validity. He will visit Boston, Detroit, Chicago, San Francisco, Los Angeles, Minneapolis, Cleveland, Atlanta and, finally, Washington, D. C., in addition to a TV appearance. The picture deals with the killing of civilians by British soldiers during the Burma campaign. General Mansergh has first-hand knowledge because of his commandership of the Fifth British Division in Burma for three and a half years. He noted that some top U.S. military brass confirmed the story, while others rejected it.

Says Playdates Were Aided

Both Carreras and General Mansergh commented on the public interest aroused by the debate, and how this had helped playdates in Britain. They anticipate similar success here.

Carreras said "Enemy" would make back its production costs through its English run alone.

Carreras listed several features on the 1960 agenda: "Black Hole of Calcutta," "Speaking of Murder," and "Hell Is a City." Since Hammer owns its own studio, and does not rely on big-name stars, but rather subject matter, the company is able to produce films at approximately half what it would cost its competitors, he asserted.

'Anatomy' in Festival

Otto Preminger has accepted the invitation of Mexico's World Review of Festivals to screen "Anatomy of a Murder" at the second annual international festival, slated for Mexico City and Acapulco from Nov. 25 to Dec. 12.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 78 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 21, 1959 TEN CENTS

urprise Move

Court Orders Balloting on Ascap Decree

djourns Hearing to Jan. 6 ays Opposition Too Great

Federal Judge Sylvester Ryan declined to approve the proposed mended consent decree for Ascap ter hearing two days of objections om members of the Society in U.S. istrict Court here and ordered a balt on the decree by publisher and riter members of Ascap on both oasts before proceeding further.

Judge Ryan said that Herman Finelstein, Ascap general counsel, ould take charge of the balloting on ne decree, seeing to it that every ualified Ascap member receives a allot. They will be returnable by

(*Continued on page* 4)

Perry Is Executive Assistant to Lopert

Clem Perry has been appointed executive assistant to the president of Lopert Films, Inc., effective immediately, it was announced yesterday by Ilya Lopert, president of the company.



Clem Perry

Perry recently resigned as general manager and vice-president of Rugoff and Becker after 15 years with the circuit. He has been a leading ontributor to the growth of the art heatre movement in the U.S.

At Lopert Films, in addition to his ctivities in the over all operation of he company, Perry will supervise perations of the Astor and Victoria Theatres. He will also be in charge f the company's art theatres, both here and in other cities.

TELEVISION TODAY—page 5

Next ACE-MPAA Meeting Slated for November 2

The American Congress of Exhibitors and the Motion Picture Association will hold their next joint meeting on Monday, Nov. 2, it was announced yesterday by S. H. Fabian, ACE chairman, and Eric Johnston, MPAA president. The session will take place at 2:30 P.M. in the MPAA board room.

Agenda for the meeting will be worked out next week, the announcement stated. Efforts to arrange a joint session at the earlier date were reported to have run into difficulty because a number of exhibitor members could not be present.

Russian Film Switched To Larger D. C. Theatre

From THE DAILY Bureau

WASHINGTON, Oct. 20. — The opening night performance Nov. 10 of "The Cranes Are Flying," first Russian film to be presented here under the film exchange agreement made by U.S. with that country, has been shifted from the Dupont Theatre to the larger Metropolitan Theatre. The demand for tickets to the

(*Continued on page* 4)

Executives Meet with Exhibitors

Col. Into Field with New Product Story

Has 39 Releases Set for 13 Months; Minimum of 19 to Go Before Cameras

Top executives of Columbia Pictures will visit, within a four-week period, every exchange area to discuss with exhibitors the release of 39 films during the 13 months beginning January, 1960, at the rate of three a month.

In addition, the titles of 19 other major productions definitely set to go before the cameras in the same period will be announced.



Leo Jaffe

To launch the project, designed to alert the industry that 1960 will be the year of "The Big C," Leo Jaffe, Columbia's first vice-president and treasurer, yesterday addressed 52 officials of every major circuit either operating in the New York area or making its home office here, at a luncheon at the Savoy Hilton Hotel. This meeting will be followed by similar ones in each branch

(*Continued on page* 3)

'Drive-In Story' Is on TOA Convention Agenda

Drive-In theatre operation will hold the spotlight on Thursday morning, Nov. 12, at the 12th annual convention of the Theatre Owners of America, at the Hotel Sherman in Chicago, it was announced by George G. Kerasotes, TOA president.

Dwight L. Spracher, of Seattle, Wash., one of the three convention co-chairman, will preside at the convention's special session to be known as "The Drive-In Story." Most of the

(*Continued on page* 2)

Velde Pledges U.A. Will Maintain Plan Of 'Orderly Release' on 29 Top Films

United Artists will maintain a pattern of orderly release in 1960 and will have as many or more blockbusters as it has this year, James R. Velde, vice-president of the organization in charge of domestic sales, said yesterday.



James R. Velde

This year U. A. is releasing a minimum of 29 "double-A" attractions at the rate of seven per quarter, representing an increase of more than 75 per cent over the number released in 1958.

Expressing high optimism for the future, Velde underscored the quality product that will go into distribution in 1960. It includes "On The Beach," "Solomon and Sheba," "Happy Anniversary," "The Unfor-

(*Continued on page* 6)

Film Firms Dividends 7% Ahead of Last Year

From THE DAILY Bureau

WASHINGTON, Oct. 20. — Cash dividends of motion picture companies in the first nine months of 1959 were running better than 7 per cent ahead of the like period of 1958, the Commerce Department reported here today.

The Department said that publicly-reported cash dividends for the first three-quarters of this year totalled $17,534,000, compared to $16,309,000 in the like 1958 period. Dividends reported for September totaled $3,290,000, slightly behind the $3,353,000 reported last September.

Capitol Shuts Tonight For Remodeling Plan

The Capitol Theatre here will close tonight after the last screening of "But Not for Me," and will reopen some time in December after extensive renovations, Eugene Picker, president of Loew's Theatres, said yesterday. United Artists' "Solomon and Sheba" will be the inaugural attraction in

(*Continued on page* 2)

Officers and Directors Named by the MPRC

From THE DAILY Bureau

HOLLYWOOD, Oct. 20.—Officers and directors for the ensuing year were named yesterday at annual meeting of Motion Picture Research

(*Continued on page* 6)

PERSONAL MENTION

RUSSELL V. DOWNING, president of Radio City Music Hall, and MRS. DOWNING are on a vacation trip to the Far West; expected back in New York around Nov. 1.

•

EMERY AUSTIN, M-C-M exploitation director, will be in Chicago tomorrow from New York to discuss regional promotional plans for the launching of "Ben-Hur."

•

HERBERT PICKMAN, Warner Brothers special events manager, has returned to New York from Philadelphia.

•

SIR CEDRIC HARDWICKE left here yesterday for London via B.O.A.C.

•

SYDNEY M. COLDMAN, director of theatre operations for Radio City Music Hall, and his wife, concert singer TEFFA SMALLPAGE, have returned to New York from a four-week vacation trip to Europe.

•

JACK SANSON, resident manager at the Stanley Warner Strand Theatre, Hartford, has returned to his duties there following recuperation from surgery.

•

SIR BRONSON ALBERY, managing director of Wydham Theatres, Ltd., and LADY ALBERY will return to London from New York today aboard the "Queen Elizabeth."

•

MRS. RICHARD WINTERS, wife of the 20th Century-Fox publicity executive, has given birth to a boy at Lying-in Hospital here. Newcomer will be named CHRISTOPHER JAMES.

•

SPERIE PERAKOS, of Perakos Theatre Associates, has returned to New Haven from Hartford.

•

STANLEY KUBRICK, director of the forthcoming "Spartacus," has left New York for Madrid, Spain.

•

GEORGE TARRANT, branch manager, and BOB LANGER, salesman, for National Screen Service in Atlanta, have returned there from Chicago.

•

SAM SCHULTZ, Allied Artists branch manager in Cleveland, and MRS. SCHULTZ have celebrated their 25th wedding anniversary.

•

T. A. LAW, managing director of Rank Precision Industries, has left London for a five-week tour of the Far East, during which he will visit India, Japan, Hong Kong and Thailand.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

Group Sales Plan Popular in Boston

Special to THE DAILY

BOSTON, Oct. 20.—The group sales plan of making tickets to film roadshow attractions available in block quantities to special groups is proving extremely popular here. A substantial discount is allowed, being as much as 20 per cent for parties of 1,000 persons.

Although M-C-M's "Ben-Hur" does not open in Boston at the Saxon Theatre for another month, Sam Richmond, general manager of Sack Theatres, reports that the theatre is sold out for each week night until Dec. 24 and for six special children's morning matinees, all under the group sales plan. Friday, Saturday and Sunday nights are reserved for the public.

Businesses Contacted

Under the direct supervision of Richmond, Allen Zee is handling the group sales exclusively, contacting insurance companies, department stores and other large business enterprises.

With the demand for theatre parties rolling along at the Saxon, Sack Theatres has two other roadshow engagements. The Cary is showing "The Big Fisherman" with Marion Basel handling the group sales, while the Capri, which opens Christmas Eve with "Solomon and Sheba," has Leonard Barrick working on theatre parties. Richmond has also secured the services of another man to work exclusively on the roadshow engagement of "Scent of Mystery" when it comes to one of the Sack Theatres early in 1960.

Pilgrimage Underwritten

The premiere of "Big Fisherman" at the Gary, sponsored by Richard Cardinal Cushing, brought in $20,000 to be earmarked for the 1960 Pligrimage to Lourdes for Exceptional Children of all denominations, with Attorney Ceneral and Mrs. Edward J. MacCormack as chairmen.

TOA's Agenda

(*Continued from page* 1)

panelists for the symposium have already accepted invitations to participate.

John B. Schuyler of Butler, Wisc., chairman of TOA's equipment committee, will discuss the program of the Council for the Improvement of Theatres and Motion Picture Projection, and will speak of new drive-in projection and sound developments.

A demonstration of proper lighting for drive-in screens will be made by J. W. Cosby of the National Carbon Company. Jack Braunagel of Little Rock., Ark., regarded as one of the drive-in's pioneer showmen, will speak on "business stimulators."

Edward L. Redstone, executive of Northeast Drive-Ins of Boston, Mass., will speak on personnel and management, including organizational controls, supervision and employee incentives.

Other Speakers Slated

Kerasotes said that additional speakers will be announced shortly to cover drive-in maintenance, speaker care, insurance, drive-in concessions, staff training and drive-in playgrounds.

TOA's convention will open Sunday, Nov. 8, for five days. The National Association of Concessionaires, convening concurrently with TOA, will join TOA in sponsoring an all-industry trade show during the convention period.

Webb Tour for '-30-'

A "consecutive cities premiere" of Jack Webb's "—30—" gets under way tomorrow in San Francisco when Webb hits the Bay City on the first of 14 city-to-city hops for newspaper, radio and television interviews and stage appearances in connection with his Warner Bros. film. He will be accompanied by his wife, actress Jackie Loughery.

To Preview 'Sapphire'

A midnight preview of Universal-International's "Sapphire" for members of the Broadway theatre who are unable to attend regular film performances because of working schedules, will be held at the Sutton Theatre on Thursday, Oct. 29. The film will have its New York premiere at the theatre on Nov. 2.

Praise 'Porgy and Bess'

LOS ANCELES, Oct. 20.—The Los Angeles Urban League today officially praised Samuel Coldwyn's "Porgy and Bess" following a screening of the picture for their executive committee at the Carthay Circle Theatre here.

'Beach' to Launch New MPA Community Service

Stanley Kramer's "On The Beach" has been selected by the Motion Picture Association of America to inaugurate a new community relations service. The MPA is using film from and about the United Artists release for a 25-minute featurette illustrating the making of a movie, first of a series of such programs to be distributed by the Association.

The featurette will be circulated among the thousands of women's clubs and other civic groups reached by the MPA's community relations department, headed by Mrs. Margaret Twyman.

Capitol Shut

(*Continued from page* 1)

the refurbished showcase in late December.

The Capitol, which has been under Loew's theatres management for nearly 40 years, will be known as Loew's "New" Capitol Theatre when it reopens.

An escalator is being installed in the middle of the grand marble staircase to speed patrons to the diva and mezzanine sections. The orchestra section is being completely reseated with large, wide lounger-type chairs, spaced forty inches between rows and staggered. The orchestra will lose in the neighborhood of 70 seats.

A new wall-to-wall screen and new 70 mm projection equipment and stereophonic sound are also being installed. New automatic doors are being placed at the entrance to the inner lobby, and new rest rooms built.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg. Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

See Hope for End of UK Conversion Curbs

From THE DAILY Bureau

LONDON, Oct. 20. — The removal as of Nov. 1 of restrictions on the amount of foreign currency which may be bought by British travelers leaving the country is expected in some quarters here to mark a new series of Treasury moves toward currency freedom which may end the remittance regulations applicable to earnings of American motion picture companies here.

Believed likely is a further easing of restrictions on imports from dollar areas, a move that has the support of many economic experts here. The last major relaxation of curbs on dollar imports was made effective last June 8 but did not include motion pictures in the long list certified at that time.

Would Make Pact Unnecessary

A Treasury move granting free convertibility of the film companies' sterling here would do away with the need for the remittance agreement which was renewed for another year several weeks ago. Efforts to achieve full convertibility have been a part of the renewal discussions in several recent years, but were not successful. However, the conversion limitations have not been burdensome inasmuch as the American film companies have managed to use up sterling balances blocked in England in a variety of permitted uses. The basic agreement provides free convertibility of $17,000,000 of earnings, plus one-third of American companies' investments in production in Britain.

On the changing exchange situation, last Saturday's issue of The Economist said: "Another overdue freeing is of imports from the dollar area. Britain should lose no time in ending discrimination and indeed in freeing virtually all its imports from quantitative restrictions."

Treasury Spokesman Quoted

A spokesman for the Treasury said it "was the intention of the United Kingdom and other European countries to remove restrictions as quickly as possible."

Under the restrictions on foreign currency available to British travelers, now being ended, the average person was limited to £100 ($280) a year. Under the new regulations there will be, in effect, no limit on the amount of cash the traveler can take abroad with him.

Tour for 'Ben-Hur'

Metro-Goldwyn-Mayer has completed arrangements for a tour that will send Charlton Heston and Haya Harareet to every city which will open "Ben-Hur" in 1959. They will take off from Los Angeles on Nov. 1 for the start of a two-month tour that will include their appearance at the world premiere at Loew's State in New York on Nov. 18, the Los Angeles premiere at the Egyptian Theatre Nov. 24, and the London premiere at the Empire Theatre on Dec. 16.

Columbia Lists 39 Releases For 13 Months; 19 for Filming

FOLLOWING is Columbia's 13-month schedule of 39 productions set for release from January, 1960, through January, 1961, and titles of the first 19 pictures to be definitely set by the company to go before the cameras in 1960. The line-up of completed and planned product will be discussed with exhibitors in every film exchange city by top company executives in the coming weeks.

January, 1960: George Sidney-Norman Krasna's "Who Was That Lady?," Tony Curtis, Dean Martin and Janet Leigh; Sam Spiegel's "Suddenly, Last Summer," Elizabeth Taylor, Montgomery Clift, and Katharine Hepburn; Philip Waxman's "The Gene Krupa Story," Sal Mineo, James Darren and Susan Kohner.

February: Carol Reed's "Our Man in Havana," Alec Guinness, Burl Ives, Maureen O'Hara, Ernie Kovacs, Noel Coward, Ralph Richardson and Jo Morrow; Louis de Rochemont's "Man on a String," Ernest Borgnine and Kerwin Mathews; Raoul Levy's "Babette Goes to War," Brigitte Bardot.

March: Stanley Donen's "Once More, With Feeling," Yul Brynner, Kay Kendall and Gregory Ratoff; Warwick's "The Killers of Kilimanjaro," Robert Taylor; Harry Joe Brown's "Comanche Station," Randolph Scott.

April: William Goetz' "The Mountain Road," James Stewart, Lisa Lu and Glenn Corbett; Drexel's "Because They're Young," Dick Clark, Victoria Shaw, Tuesday Weld and Michael Callan; S. Szkoll's "Search for Cherefto," Maria Schell and Cliff Robertson.

May: Hall Bartlett's "All the Young Men," Alan Ladd, Sidney Poitier, Mort Sahl, James Darren and Ingemar Johansson; Sam Katzman's "The Enemy General," Van Johnson, Jean Pierre Aumont, and Dany Carrel; Hammer's "The Stranglers of Bombay," Guy Rolfe. Special Release: William Goetz's "Crescendo, the Story of Franz Liszt," Dirk Bogarde and Capucine.

June: Charles Schneer's "Gulliver's Travels," Dynamation, Kerwin Mathews and Jo Morrow; Boris Kaplan's "Let No Man Write My Epitaph," Burl Ives, Shelley Winters, James Darren and Jean Seberg; Samuel Fuller's "Underworld U.S.A."

July: Richard Quine's "Strangers When We Meet," Kirk Douglas, Kim Novak and Ernie Kovacs; Herbert B. Leonard's "Rin Tin Tin Story," Rinty; "Lucretia Borgia," Belinda Lee.

August: Stanley Donen's "Surprise Package," Yul Brynner and Mitzi Gaynor; Cornel Wilde's "Caves of Night," Cornel Wilde and Jean Wallace; Charles H. Schneer's "I Aim At The Stars," Curt Jurgens and Victoria Shaw.

September: George Sidney's "Pepe," Cantinflas, Dan Dailey and all-star cameos; Hammer's "Two Faces of Dr. Jekyll"; Philip Yordan's "The Kingdom of Man," Richard Widmark and Maria Schell.

October: Corona-Arwin's "Who Is Sylvia?," Doris Day; Bryan Foy's "Brink's Bank Robbery"; William Goetz' "Cry For Happy," Jack Lemmon and Ernie Kovacs.

November: Fred Kohlmar's "The Devil At Four O'Clock," Spencer Tracy and Sidney Poitier; Charles Feldman's "Fair Game"; Warwick's "Jazz Boat."

December: Arthur Hornblow, Jr.'s "The Captive," Kim Novak; Fred Kohlmar's "The Wackiest Ship in the Army"; Jerry Bresler's "Gidget Goes Hawaiian," Sandra Dee and James Darren.

January, 1961: Carl Foreman's "The Guns of Navarone," Gregory Peck and Anthony Quinn; Hammer's "Never Take Candy From A Stranger"; Raoul Levy—Henri G. Clouzot's "The Truth," Brigitte Bardot.

The productions announced by Jaffe for 1960 filming include:

Richard Quine's "The Image Makers," Glenn Ford; Sam Spiegel's "The Chase"; Otto Preminger's "The Other Side of the Coin" and "Bunny Lake Is Missing"; George Sidney's "Here Comes the Brides," Burt Lancaster; David Susskind's "A Raisin in the Sun," Sidney Poitier and Broadway cast; Frank Capra's "The Jimmy Durante Story," Bing Crosby, Frank Sinatra and Dean Martin.

Jules Verne Story Included

Also, Kirk Douglas' "The Beach Boys," Kirk Douglas; David Susskind's "Revival"; Martin Melcher's "Roar Like a Dove," Alec Guinness and Doris Day; Budd Schulberg's "The Bridge at Remagen"; Charles Schneer's "Mysterious Island," Jules Verne classic in Super-Dynamation; William Goetz' "Time of the Dragons."

Also, Dorothy Kingsley-Mel Ferrer's "Nine Coaches Waiting"; Ray Stark's "The Fanny Brice Story"; Sam Speigel-David Lean's "Lawrence of Arabia"; George Sidney's "Return Fare"; Fred Kohlmar's "Baa, Baa Black Sheep" or "That Hill Girl."

'Andersonville' Planned

Jaffe said arrangements for a producer and stars for "Andersonville," Pulitzer Prize novel, to be the most expensive production in Columbia history, are being completed and will be announced shortly.

Col. Into Field

(*Continued from page* 1)

city, with participation by A. Montague, executive vice-president; Samuel J. Briskin, vice-president in charge of West Coast activities; Paul N. Lazarus, Jr., vice-president; and Jonas Rosenfield, Jr., executive in charge of advertising and publicity.

Optimistic Regarding Future

Expressing Columbia's unbounded confidence in the future of the film business at yesterday's luncheon, Jaffe said the company is backing its words with film that has been shot and is being shot.

The product he discussed represents the results of the "Columbia formula" policy enuniciated last year by president A. Schneider, which calls for the production of multi-million dollar films by independent units able to draw upon Columbia's production facilities and staffs here and abroad. The "Columbia formula" has established a working climate in which some two score independent producers are now flourishing, Jaffe said.

In enumerating the 39 films for 1960 and January, 1961, and the 19 others to be made, Jaffe pointed out that there possibly would be more films available for release in 1960 and there would most certainly be additional production in 1960.

Leading Exhibitors Present

The release schedule of three films a month as announced by Jaffe and the pictures for 1960 filming are listed in adjacent news columns.

The exhibitors who attended the luncheon were: Harry Brandt, William Brandt, Joe Ingber and Lou Wolff, Brandt Circuit; Julius Joelson and Max Fried, Joelson Circuit; Samuel Rinzler, Harold Rinzler and Emanuel Frisch, Randforce Circuit; Walter Reade, Jr., Reade Circuit; Murray Miller, Hecht Circuit; Wilbur Snaper and Irving Dollinger, Triangle Circuit.

Also, Charles Moss and Larry Morris, B. S. Moss Theatres; Larry Lightstone, Rugoff & Becker; Leslie Schwartz, Samuel Goodman and Ben Gladstone, Century Circuit; Joe Seider, Walter Higgins and Nat Harris, Prudential Circuit; Jules Liggett, Liggett Booking & Buying; Seymour Florin, Florin Booking & Buying—Max Cohen and Lou Fischler, Cinema Circuit.

Top Circuits Represented

Also, Lou Allerhand, Island Circuit; Leon Rosenblatt, Rosenblatt Circuit; Jack Hattem, Stanley Kolbert, Sol Straussberg, and Moe Straussberg, Interboro Circuit; Eugene Picker, John Murphy and Milton Arnswalder, Loew's Theatres; Edward Hyman, Al Sicignano and Al Guyler, American Broadcasting - Paramount Theatres; Leo Brecher, Walter Brecher and Norman Arenwald, Brecher Circuit; Sol Schwartz, Matty Polan, Archie Berrish and Harry Mandel, RKO Theatres; Salah Hassanein and Spyros Skouras, Jr., Skouras Circuit; Si Fabian, Charles Smakwitz, and John McKenna, Stanley Warner Theatres; Ed Fabian and Bernard Meyerson, Fabian Circuit.

Ascap Decree

(*Continued from page* 1)

mail to a post office box, and the balloting and tabulation is expected to be completed in six or seven weeks.

The hearing on the proposed amended decree was adjourned to Jan. 6, 1960, when Ascap and the government attorneys will report back to the court, the results of the membership's balloting to be known by that time.

Jurist's Edict a Surprise

Judge Ryan's ordering of a membership vote came as a complete surprise at just the time when observers thought he was prepared to approve entry of the proposed consent decree worked out by Ascap counsel and Department of Justice attorneys. The proposed amendments were designed to meet Ascap members' objections to the existing methods of logging musical performances and of allocating the $28,000,000 annual income of Ascap among publisher and writer members.

Judge Ryan, referring to the two days of objections to the proposd decree to which he had listened, remarked that the amendments "are not before the court on consent. There are too many who are opposed to them. I respect the views of counsel in this matter but I don't think I should be asked to approve this until the members have voted on it."

He thereupon directed that the ballot be taken.

Original Decree in 1941

The proposed amendments were designed to open up control of Ascap to permit greater participation by members in the administration of the society and to assure more equitable distribution of its funds. The original Ascap consent decree was entered in 1941 in settlement of anti-trust charges brought by the government. As royalty payments to Ascap increased, the decree was amended in 1950 to set up new bases of pay to members.

Last year the Justice Department, after receiving a large number of complaints from Ascap members again, negotiated the proposed new amendments with the society. In addition to improving the logging of musical performances for profit, and to attempting to make royalty distributions more equitable, the new amendments were designed to make it easier for persons to join Ascap; less difficult for members to resign and still receive royalty payments; provide for broader supervision by the government of the society's affairs; and give the members a greater voice in the administration of the society.

Strong Opposition Voiced

Members and groups who testified during the past two days and presented memoranda to the court expressed strong opposition to the proposed amendments

On Monday, Judge Ryan had proposed "overseers" appointed by the court to review the decree operation.

REVIEW:

-30-

Warner Bros.-Mark VII

THE OLD-TIME news telegrapher's signal for end-of-message, adopted by newspapermen and now continued universally is used symbolically here by Jack Webb to designate one of his infrequent departures from his first love—semi-documentary treatments of police stories. It is an interesting, neatly drawn and tightly wrapped production, done in his highly personalized fashion of realism, depicting one night in the city room of a metropolitan newspaper. In true Jack Webb style the newspaper itself is the story, the characters, their personal involvements and the stories they handle being only units in the overall organism.

Webb, besides producing and directing, plays the central character, that of a night managing editor involved on the night of the story in an argument with his second wife over the adoption of a child. This personal problem becomes interwoven with the documentary events of the night which include the dramatic and suspenseful search for a child lost in the city's storm sewer system during a flooding rain storm.

A second counterpointing news story developing during the night is the death of veteran newspaperwoman Louise Lorimer's grandson, pilot of an Air Force plane making a speed run from Honolulu.

Careful casting of other character parts, which has become a mark of the Webb craftsmanship, includes David Nelson of the TV-famed Nelson family, as a copy boy; William Conrad as the acid and cynical news editor; James Bell as the veteran desk man still in love with newspapers; and Nancy Valentine as an ambitious heiress who succeeds as a reporter. Whitney Blake is quietly effective as Webb's wife who ultimately wins the argument over adoption.

The photography has the sharp Webb facility for making a point and the direction enough of the Webb mannerisms to stamp it indelibly his but not so much so as to get in the way of the story—which could be subtitled—The Making of a Newspaper.

Running time, 96 minutes. General classification. Release date, Nov. 7.

JAMES D. IVERS

'Infidel' Premiere Will Benefit Cancer Fund

The Damon Runyon Cancer Fund will benefit from the charity world premiere of 20th Century-Fox's "Beloved Infidel," which will take place at the Paramount Theatre on Nov. 9, following the current engagement of "The Best of Everything."

Many notables of the stage and screen are expected to attend the premiere of the Jerry Wald production, directed by Henry King, including the stars of the film as well as the columnist-author Sheilah Graham.

Get 'Charge' Rights

International Film Distributors, Inc., has acquired all Latin American theatrical and TV distribution rights to "Serious Charge," starring Anthony Quayle and Sarah Churchill. Deal was consummated with Governor Films, Inc. First run deals for the picture have already been set for Havana, Cuba; Caracas, Venezuela and Mexico City, Mexico.

'Warrior' Has Opening

BOSTON, Oct. 20. — Columbia Pictures' "The Warrior and the Slave Girl" had its premiere at the Pilgrim Theatre here today. The film also launched a 300-theatre saturation in the New England and Albany territories, beginning today.

Russian Film

(*Continued from page* 1)

opening occasioned the change, according to the Motion Picture Association office here.

Eric Johnston, MPAA president, and Mrs. Johnston, will be the hosts at the invitational premiere of the picture. The regular continuous-performance engagement of "Cranes" will begin at the Dupont the following day, Nov. 11.

The premiere of "Cranes" will coincide with the Moscow opening on the same evening of "Marty," the first American production to be shown in the Soviet Union in accordance with the exchange deal.

Hold Talks on 'Cranes'

Meyer Hutner, national publicity manager of Warner Bros., and George Nelson, of the company's publicity staff have returned here from Washington, D. C., after meetings with representatives of the United States State Department and the Motion Picture Association of America on the release here of "The Cranes Are Flying," the first Soviet film to be presented in this country under the Soviet-American Cultural Exchange Agreement of 1958. "The Cranes Are Flying," which Warner Bros. is distributing at the request of the State Department, will have its American premiere in Washington on Nov. 10.

'Ben-Hur' Spurs A Remodeling Boom

Metro-Goldwyn-Mayer's "Ben-Hu is creating a $15,000,000 buildi boom as theatres throughout the wor prepare for their exclusive-run e gagements, the company said yeste day.

Loew's State, where the film w open Nov. 18, set the pattern whe it underwent a $1,000,000 rebuildi program earlier this year. In Was ington, D. C., the Columbia Theat has a similar budget for its renov tion program in anticipation of a Easter bookings.

The Capitol Theatre, Vancouve has a six-figure sheet as it prepar for an early 1960 opening of "Be Hur." Nearly $600,000 will be spe by the Michael Todd Theatre in Ch cago which will open the film Dec. 2

Loew's Ohio in Cleveland is a other domestic theatre that is in th midst of an important reconstructi program.

Modernizing Empire Theatre

Overseas, the Empire Theatre London is undergoing a comple modernization for the run of "Be Hur." The new Empire will be reac for the Dec. 16 opening of the r served seat attraction.

The equivalent of $500,000 w prepare the Yurakuza Theatre Japan.

New theatres are being built in Sa Paulo, Brazil; Santiago, Chile, an Saigon, Vietnam. A new Washingt Theatre in Lima, Peru, will go up f "Ben-Hur," another example of co struction tied to a "Ben-Hur" boo ing.

U. S. Team to Discuss Renewal of USSR Pact

From THE DAILY Bureau

WASHINGTON, Oct. 20. — Sta Department officials are confide there will be an extension of th Soviet-American cultural agreemen including parts affecting motion pi tures. The present two-year exchan agreement expires Jan. 27. A tea of government officials will go Moscow shortly to put the fin touches on an extension.

Turner Shelton, U.S. Informatio Agency film head, who has been a ke figure in previous negotiations affec ing the film portions of the agre ment, has been involved in th preparation for the extension.

Such film matters as the exchan of technicians, co-productions, ar exchange of documentaries, will prob ably depend upon extending th basic cultural agreement.

The two governments have bee negotiating on exchanging technic personnel and are in the process selecting some documentaries for c production, but time may run out.

Shelton said he feels there migh be some minor changes in the fil portion if the agreement is extende but that he does not want to discus these yet.

VIEW:

tikvah (The Hope)

—Habib

hrough vibrant voice and flashing l looks, Shoshana Damari, as a ess who entertains Arabs and then ins her people, incarnates the gy and exhiliration of Israel's aeers. Since this is the first full-th color feature produced in Is-, the vehicle should yield strong ural interest.

n this picture, the ancient preju-s of the Yemenite Arabs and the ient hopes of the Yemenite Jews se a band of persecuted Hebrews et out for the Promised Land. The y concerns their flight and deliver-e. A visual image is built up of the e-honored ways of these Jews, un-ched by modern life, which inform ry aspect of their lives. Though period is 1927, the synagogue, mbers, and manners look much as nedieval times, with men and boys ring long forelocks and robes.

everal scenes depict the Arabs cre-g holocaust among the Jews, and one notable sequence, a stone-ging Arab stops an old Jew and demanding the elder man's ney. When given it, the Arab and chmen kill him while the son ks in terror. The Arab grabs a den sack from the dead body; it illed with the earth of Isreal, not d.

During the course of the journey, members of the party turn back. an effective scene, Shaul the Bare-t berates Zakharia the Rich for suading him to return for money. he band, including the orphaned befriended by Miss Damari, final-gets to the water, embarking for usalem.

Miss Damari, in two scenes of bs leisurely smoking and watching evokes among her audience ex-ly the mood of her song: coquet-ness in one, homeland yearning in ther. The supporting cast includes ai K. Ophir as the good-hearted l ready Arab guide, and Sadia Da-ri as a shepherd who tends flock l plays a reed-like instrument as l his counterparts 2,000 years ago. The color is spotty, but there is an aginative background music played the Israel Philharmonic Orchestra. ri Habib directed and wrote the ture for Habib Films.

nning time, 90 minutes. General ssification. Release in October.

JERROLD A. WEITZMAN

Man' Opens Nov. 11

Walt Disney's "Third Man on the puntain" will have its New York but on Nov. 11, at the Normandie eatre.

HUGO A. CASOLARO MARTIN GOTTLIEB
C and G film effects, inc.
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

EASILY one of the ABClassiest hours of TVertissment of the year took place Monday nite at 9:30 when Timex Watches presented a superb song and dance show co-starring Frank Sinatra, Bing Crosby, Dean Martin and featuring Mitzi Gaynor. The timing and patter of the trio, their solo and harmony turns proved a delight and the finale in which Jimmy Durante participated proved the piece de resistance even if it was an out and out plug for a forthcoming flicker based on the Schnozzola's career. When they start tabulating ballots for "best hour program" this one is in the lead for award. . . . Betty Fitzgerald, who was one of the hostesses on "Beat The Clock" when it first went on the air a decade ago, will return to assist emcee Bud Collyer as a two-week replacement for Nancy Kovack, who planes to Hollywood next week for a featured role in Columbia Pix' "Strangers When We Meet." . . . Ray Jacobs, brother of Danny Thomas and assistance director on the "Danny Thomas CB-Show" will appear in the November 9 seg which deals with "identity-confusion etc." A real rib-tickler, this one. . . . Glamorous Ethel Thorsen's TV "fashion flowers" up for another semester on WPIX, her eleventh.

☆ ☆ ☆

His dulcet and friendly voice, heard on WRCAll-nite, leads us to believe that there is a Ford (Art) in that station's future. . . . Screen Gems' documentary series "Seven League Boots," produced and narrated by Jack Douglas which includes among others such classics as "Dead Sea Scrolls," the "Training of a Geisha Girl," "Khyber Rifles" and "Cowboys of France," have been sold in eight western markets. . . . "It's an ill wind that blows etc. etc." The dropping by CBS of "Top Dollar" might prove a good break for quiz-master Jack Narz, who may now get a chance to show his comedy flair and singing ability. He displayed such talents when he took over an afternoon variety series succeeding Bob Crosby. . . . Ye eds and scribes were advised to tune in to Claudette Colbert and Robert Preston, co-starring next Tuesday nite to CBS-TV by a little card which did not mention the title but printed the musical notes of "The Bells of St. Mary's," co-sponsored by Westclox and General Mills. . . . Former scripter for the "Jackie Gleason Show", Marvin Marx has been signed to CBScript "The Betty Hutton Show". . . . Sunday's telecast of the "ABCollege News Conference," marks the history-enlightenment's seventh anniversary. Ruth Nagy is producer-moderator of the program. . . . Responsible for the beautiful sets and costumes for the Roz Russell's successful TVehicle, "The Wonderful World of Entertainment," Robert Fletcher has been signed to do a similar chore for the "Music From Shubert Alley," NBColorama, Nov. 13. . . .



Art Ford

Peacock, New Orleans, Reopening as Art House

Special to THE DAILY

NEW ORLEANS, Oct. 20. — Nelson McNaughton, managing director of the Guild Theatre, Memphis, has taken over by lease the Peacock Theatre here, a neighborhood house in the Gentilly section of the city. The deal was consummated by and between McNaughton, representing Guild Theatres, Inc., and J. Roger Lamantia, representative for Anthony Demharter, owner of the property.

It is expected that the theatre, which has been closed for a year or more, will be reopened early in November. Meanwhile, it is being completely renovated, refurbished and decorated in a manner befitting a de luxe art house.

After reopening, the management plans to serve coffee in the lounge from the opening of a performance through closing time.

5th Theatre Installs 70mm in Philadelphia

Special to THE DAILY

PHILADELPHIA, Oct. 20.—David E. Milgram's Fox Theatre will become the fifth center-city house to be equipped with 70 mm projection. Installation, for the showing of "Solomon and Sheba," will enable the Fox to play Todd-AO or any other large screen attractions.

Other first - run houses here equipped with 70 mm projection include the Boyd, Fox, Midtown and Stanley.

Handling Century 70/35

CLEVELAND, Oct. 20. — Arnold Weiss, who recently purchased the Ohio Theatre Supply Co. from Ben L. Ogron, has announced that he has acquired the distribution of Century 70/35 projectors for the Cleveland exchange territory.

CBS-TV Will End Program 'Deceit'

The Columbia Broadcasting System will launch a drive to "weed out" from its television programs canned applause and laughter, "spontaneous" interviews that are actually rehearsed and other "deceits," Frank Stanton, CBS president, said in an interview appearing in the *New York Times* yesterday.

Contacted by telephone in Texas by Jack Gould, TV editor of the *Times*, Stanton said the "moral problem posed by the quiz scandal was far broader than just quizzes." The time has come, he added, for every individual broadcaster to review his programming schedule to eliminate audio or visual misrepresentation on the air.

Decries Dubbed Applause, Laughter

Explaining specifically what he meant, Stanton said the practice of dubbing recorded applause or laughter into the sound track of a completed program "simply does not accord with my belief that a show must be what it purports to be."

Stanton cited several other examples, one being the "Person to Person" show, which he feels has endeavored to create the illusion it is spontaneous, while actually guests have known in advance the questions that would be asked.

He said guests should either be denied advance questions or that the audience should be told the show was rehearsed.

The CBS head also touched on television news, saying the program "The U.N. in Action" might have led a viewer to believe it was impromptu and that the CBS interviewer is free to ask any questions. In practice, Stanton said, diplomats at the U.N. insisted on receiving questions in advance; viewers were not told.

C. B. Brown Dies; Once Head of TV Academy

From THE DAILY Bureau

HOLLYWOOD, Oct. 20.—Charles B. Brown, 62, former president of the Television Academy of Arts and Sciences, died Saturday of a heart attack at his home. Brown was the second president of the Academy and served in 1948. He was an advertising director for RCA and NBC in Hollywood, San Francisco, New York and Camden, N. J., and was vice-president of Bing Crosby Enterprises from 1949 to 1957.

Interment will take place at Holy Cross Cemetery tomorrow.

musifex co
45 w. 45 st. n.y.c.
background music
sound effects
ci-6-4061-2

PEOPLE

Melvin J. Fox, head of the independent circuit of Fox theatres in the Philadelphia area, has been cited by the American Red Cross for his "concern for the safety and security of the Burlington County people." **Fox** provided all the facilities for the public swimming classes at his Olympic Lakes amusement center.

□

Mrs. J. R. (Eudell) Richardson, who joined the 20th Century-Fox office in Cincinnati 28 years ago as a stenographer, and who has resigned before retirement age to devote more time to her home and family, was guest of honor at a farewell dinner tendered her by staff members. Her going-away present was an 18-jewel wrist watch.

□

George E. Richardson, house electrician at Loew's Poli, Hartford, has retired after 48 years of service. He and Mrs. **Richardson** have left on a leisurely motor trip to the Coast.

□

Dorothy Pressman, for many years active in film booking and print control, and most recently in charge of the booking office of NTA Pictures, Inc., has joined Lopert Films here as manager of the print department.

□

Herbert Philbrick, former publicist for American Theatres Corp., Boston, and a counterspy with the FBI, failed to attain the post of municipal judge in the Rye, N. H. municipal court after being appointed by Gov. Wesley Powell. The executive council questioned **Philbrick's** residency in the New Hampshire town and turned down the nomination.

□

Eddie Dowling on Oct. 31 will deliver an address here at a meeting of the Women's Club to be held at the Statler Hilton Hotel. His topic will be "An Actor in Search of a Story."

King Vidor Will Tour

King Vidor, director of Edward Small's "Solomon and Sheba," will make a cross-country tour in behalf of the United Artists release, it was announced by Fred Goldberg, national director of advertising, publicity and exploitation. The director will visit nine major cities of the U.S. and Canada next month in advance of key bookings set around Christmas time. The itinerary includes Chicago, New York, Washington, Boston, Toronto, Detroit, Dallas and Los Angeles.

Belafonte at Palace

The RKO Palace Theatre has started accepting orders for reserved seats for the personal appearance of Harry Belafonte scheduled to begin at the theatre on Dec. 15. The two-and-a-half hour stage presentation, "Belafonte at the Palace," will have six shows weekly.

REVIEW:

Libel

M-G-M

HOLLYWOOD, Oct. 20

OLIVIA DE HAVILLAND and Dirk Bogarde deliver top drawer performances, with noteworthy support from Paul Massie, Robert Morley and Wilfrid Hyde White, in a finely detailed production by Anatole de Grunwald. Directed with imagination by Anthony Asquith, and splendidly photographed by Robert Krasker, this British import, which is based on the play by Robert Wooll, should earn deserving box office returns from discriminating picture shoppers.

The adroit screenplay by producer de Grunwald and Karl Tunberg, is a combination of intrigue and great emotional conflict resulting from a man's doubt as to his true identity. Bogarde is excellent in his delineation of a dual role, that of a small-time actor who bears a strong resemblance to himself as an English baronet married to the lovely American, Miss de Havilland.

The conflict stems from an attempt by Massie, who considered himself a close personal friend of the English nobleman during their days in a German prison camp in World War II, to expose the man he believes to be the actor as an impostor who had left the baron to die while the three of them were escaping the prison camp.

At the trial, in a libel suit against Massie and the scandal newspaper that printed Massie's damaging accusation, Bogarde, who appears to suffer great lapses of memory as a result of his wartime experience, absolves himself from any crime, regains the confidence of his confused wife, and offers a conclusive piece of evidence which causes Massie to retract his statements and point to Bogarde as the true baron.

Morley and White add flavor to the piece with their portrayals as lawyers for the plaintiff and defendants, respectively.

Running time, 101 minutes. General classification. Release, in October.

SAMUEL D. BERNS

MPRC Elects

(*Continued from page* 1)

council. Officers are: Y. Frank Freeman, chairman of the board; Morris Weiner, vice-chairman; William Kelley, president and treasurer; George Golitzen, vice-president; Farciot Edouart, secretary, and Walter Beyer, assistant secretary.

Directors Named

Directors are: Lester Sansom, Allied Artists; Gerald Rackett, Columbia; U. B. Iwerks, Walt Disney; Douglas Shearer, Loew's; Farciot Edouart, Paramount; Sol Halprin, 20th Century-Fox; Morris Weiner, Universal-International, and F. C. Fuhrmann, Warner Brothers.

Rifkin Here Tomorrow On Conciliation Talks

Julian Rifkin, vice-president of Rifkin Theatres, Boston, is due here tomorrow to meet with Milton Cohen, United Artists' Eastern sales manager, for further conciliation talks on UA's policy of pursuing per capita deals on product for the Ship Yard Drive-In at Providence. Rifkin had previously discussed the matter with Harry Segal, UA branch manager, last week.

Rifkin will also seek a meeting with Charles Boasberg, general sales manager of Warner Bros., for talks on the same issue with regard to that company. He conferred with William Kumins, Warner branch manager, on Tuesday and subsequently reported they failed to produce results.

Columbia 'Mouse' Set To Close S. F. Fete

"The Mouse That Roared," a High-road Production for Columbia Pictures release, has been selected to be shown at the San Francisco International Film Festival on the closing night of the event, Nov. 24. The comedy, which has its New York premiere at the Guild Theatre on Monday, was chosen for similar honors late last month at the Cork International Film Festival.

Though listed by the San Francisco Festival as an import from Great Britain, "The Mouse That Roared" is essentially an American production filmed in England.

Goldwyn Out of Hospital

Samuel Goldwyn has been released from Harkness Pavilion of the Columbia-Presbyterian Medical Center after a successful operation for a damaged cartilage in his right knee. The producer will remain here for several weeks to receive post-operative attention.

NT&T Meet in Denver

HOLLYWOOD, Oct. 20.—District managers of National Theatres and Television, Inc., are holding a special two-day meeting in Denver for new product discussions, which will be presided over by John Klee, San Francisco district manager of the organization.

Velde Pledges

(*Continued from page* 1)

given," "The Gallant Hours," Th Fugitive Kind," "The Apartment "The Alamo" and "Elmer Gantry."

On the subject of orderly release Velde asserted that UA has lived u to its promise over the years in pro viding exhibition with an even flow of boxoffice pictures. He recalled tha in 1958 UA promised and delivere a minimum of 16 "double-A" attrac tions at the rate of four per quarte This year the company has increase its number of major pictures to 2 at a rate of seven per quarter.

"We feel that there can no longe be 'peaks and valleys' in releasin pictures," Velde said. "There must b a constant flow of top product mont in and month out in order that th exhibitor, as well as the distributo may operate on a successful basis."

Elizabeth Taylor Signe To Portray 'Cleopatra'

From THE DAILY Bureau

HOLLYWOOD, Oct. 20.—Elizabet Taylor today signed a million-dolla contract for one picture. She affixe her signature to a pact for that amoun to star in the title role of "Cleopatra."

Signing took place in the office o Buddy Adler, executive producer o 20th Century-Fox. With Adler an Miss Taylor was Walter Wanger, wh will personally produce the pictur for Walter Wanger Pictures, Inc.

L. B. Buzzell Dies

Loring B. Buzzell, 32, president o Hecht-Lancaster-Buzzell Music Pub lishing Co., died of a heart attac here yesterday. He is survived by hi wife, Luann Simms, a television sing er; and a daughter, Cindy, three.

'Golden Fish' Tells Poignant Story

"The Golden Fish," a 19 minut subject in Eastmancolor which wil be handled as a feature attraction b Columbia Pictures, tells in extraordi nary and poignant photography th story of a little Chinese boy in Pari who falls in love with a goldfish. Th picture was directed by Edmond Se chan, who made the highly success ful "Red Balloon" and produced b him with Jacques-Ives Cousteau, pro ducer of "The Silent World."

Told entirely without dialogue, th production is most remarkable for it use of the camera to show the reac tions of the boy, the fish, a bird wh is also the boy's pet, and a villainou cat, who hungrily desires both th bird and the fish.

The story is from a novelette b Roger Mauge, an editor of Paris Match, and the photography is b Pierre Goupil.

The human-interest value and th subtle creation of mood will deligh audiences everywhere.

—J.D.I

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 79 NEW YORK, U.S.A., THURSDAY, OCTOBER 22, 1959 TEN CENTS

Astor Today

ull Agenda or Annual ompo Meeting

pect Officers' Reelection, nual, Research Reports

A full agenda faces Compo mems, directors and executive committ at their annual meeting at the tel Astor here today.

Topping the schedule are the elecn of officers; reading of the annual ort covering Compo activities, fices and suggestions for future projs, a report by Ben Marcus on progs of his efforts to obtain industry cking for a promotion plan which be utilized regionally throughout country, and a report on industry earch plans by Albert Pickus, chairn of Compo's research committee. Expectations are that the present mpo triumvirs will be re-designated another one-year term by the

(*Continued on page* 4)

ngapore Tax Could orce MPEA Transfer

Possibility that American distributes may move their offices out of gapore in protest against imposin of a severe sales and gross tax signed to cut remittance of earnings re to a minimum was seen following a meeting of the board of Motion ture Export Assn., at which the w tax was discussed.

No positive action was taken but it s clear MPEA directors consider e new tax discriminatory and unfair. applies not only to revenues de-

(*Continued on page* 4)

ohnston Says IMG Is ation's 'Best Bargain'

Special to THE DAILY

SANTA BARBARA, Cal., Oct. 21. The Informational Media Guaranty ogram, under which American ns, books and periodicals are distributed to dollar-short countries for al currencies, was described by Eric hnston, Motion Picture Association esident, today as "the biggest bar-

(*Continued on page* 3)

MPA, Independent Importers Plan Program Of Cooperation on Mutual Industry Problems

The Motion Picture Association and the Independent Film Importers and Distributors of America have made plans to cooperate with each other for the benefit of their respective memberships, IFIDA announced yesterday. The announcement said that, following a meeting to discuss industry problems among heads of both groups, it had been decided they would get together "in many areas of mutual interest."

What these areas are will be revealed as soon as details are worked out, IFIDA said.

The joint meeting earlier this week, held at MPA headquarters, was attended by Sidney Schreiber, Kenneth Clark, and Manning Clagett, of MPA; and Richard Brandt, Daniel Frankel and Michael M. Mayer, of IFIDA.

Area Promotion Plan Drawing Good Reaction

Sales managers and advertising men expressed enthusiasm yesterday for an area promotion plan outlined to them by Ben Marcus, Wisconsin circuit head, who is a member of the COMPO triumvirate. The two groups met in the United Artists board room, with James Velde, chairman of the MPAA sales managers committee, presiding.

After Marcus had quoted boxoffice figures showing what the plan had aecomplished at a number of theatres in two different tests in Wisconsin, it was agreed that the plan would be explored further. It was suggested

(*Continued on page* 2)

Showmen to Record 10 Product Talks for TOA

The taped voices of exhibitors from 10 different sections of the country discussing phases of product merchandising will be a novel feature of the "show of showmen" program on Tuesday, Nov. 10, at the 12th annual convention of Theatre Owners of America, in Chicago, George G. Kerasotes, president, announced yesterday.

The program, chaired by Robert W. Selig of Fox Inter-Mountain Theatres, will be moderated by M. B. Smith of Commonwealth Circuit of Kansas City, Mo. Richard Orear, president of Commonwealth, has been working

(*Continued on page* 3)

Lazarus Urges Film, Travel Industries Cooperate on Promotion Enterprises

Special to THE DAILY

HAVANA, Oct. 21.—The motion pieture and travel industries should work together for their mutual benefit, Paul N. Lazarus, Jr., Columbia Pictures vice-president, said today at the annual convention of the American Society of Travel Agents here.



Paul Lazarus, Jr.

As films become more international and travel is conducted with greater ease and speed "new vistas" of cooperative projects are opening up, the film executive said.

He pointed to the entire motion picture industry's emphasis on the use of authentic location backgrounds and the great stress on world-wide promotion as two of the factors which make films an ideal medium to stimulate travel. Similarly, he said, the travel agents, tourist centers and transportation carriers were still an untapped source of promotional aids for the film companies.

Addressing a gathering of more than 2,500 travel agents at the Havana Hilton here, Lazarus gave as an example the fact that Columbia, the only film company ever to become a full-fledged member of ASTA, is

(*Continued on page* 2)

Former 'U' Official

Peter T. Dana Named to Head Pa. Film Board

Could Ban Pictures Held 'Obscene or Unsuitable'

Special to THE DAILY

HARRISBURG, Pa., Oct. 21.—Peter T. Dana, Pittsburgh, former Eastern sales manager of Universal-International, today was designated by Gov. David Lawrence as chairman of the newly created State Board of Motion Picture Control. Governor Lawrence also appointed two others as members to serve four-year terms. They are:

Mrs. Mae M. Bergin, Philadelphia, employed in Philadelphia as assistant to the regional director of the State Revenue Department, and Ira C. Sas-

(*Continued on page* 5)

Ad Questionnaire Sent To 12,000 Exhibitors

This week some 12,000 exhibitors throughout the U.S. will receive a copy of the MPAA-ACE questionnaire on advertising materials.

The project is a joint exhibitor-distributor study conducted by the MPAA-ACE Advertising sub-commit-

(*Continued on page* 5)

Trial Slated Jan. 4 In TV Block-Booking Suit

From THE DAILY Bureau

WASHINGTON, Oct. 21.—A trial date of January 4 has been set in the government's television block-booking anti-trust suit against six film companies.

The suit, brought in the spring of 1957, charges that the companies violated the anti-trust laws in the sale of television films to TV stations. Defendants are Loew's, C. and C. Super Corp., Screen Gems, Associated Artists, United Artists, and National Telefilm Associates. Trial will be held in New York before Judge Archie O. Dawson.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left here yesterday for the Coast.

•

BURTON E. ROBBINS, vice-president in charge of sales for National Screen Service, will leave New York today for London via B.O.A.C. He will return Monday.

•

JOSEPH SMALL, traveling auditor for Warner Brothers, has left here for the company's exchange in Albany, N. Y.

•

EVAN SPROTT, of Bijou Amusement Co., Nashville, has returned there from a trip to Oklahoma and Texas.

•

GARY COOPER and MRS. COOPER will leave here today aboard the "United States" for England. After a short stay there they will visit Russia.

•

INA SACK, daughter of BENJAMIN SACK, president of Sack Theatres, Boston, will be married early in December at Newton, Mass, to DAVID TRAISTER of Brookline.

•

HARRY F. SHAW, of Loew's Poli-New England Theatres, is in Boston today from Hartford. He is accompanied by ALLEN WIDEM, film editor of the *Hartford Times*.

•

MRS. LILLIAN CLAUGHTON, owner of the Claughton Theatre circuit, Miami, has returned there from the West Coast.

•

BRYAN ADAMS, branch manager for United Artists in Jacksonville, has returned there from Atlanta.

•

GEORGE E. LANDERS, division manager for E. M. Loew's Theatres in Hartford, has returned there from Boston.

•

VENICE GRECULA, daughter of ERNEST A. GRECULA, operator of the State Theatre, Torrington, Conn., was married in that city to WILLIAM A. ZAMPAGLIONE.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5
630 NINTH AVE. - NEW YORK 36

Rothman, Katz to Make Extensive UA Tour

Mo Rothman, United Artists foreign department executive, and Alfred Katz, foreign division manager, will make an extensive tour of the company's offices in Europe, the Far East and Australasia during the next eight weeks. Their itinerary includes, France, Italy, Pakistan, India, Thailand, Singapore, Australia, New Zealand, Philippines, Hong Kong and Japan.

They will confer with U.A. managers and representatives on the company's forthcoming product. Rothman leaves here by air tomorrow, for Paris. Katz will fly to the French capital on Oct. 30, and join Rothman in Rome on Nov. 2. Together they will leave Nov. 4 for Karachi on the first leg of their Far Eastern tour.

Area Promotion Plan

(*Continued from page* 1)

that the plan be given further tests in three different exchange areas.

Marcus expressed himself as pleased with the cordial reception given his suggestion. He will report further on the plan today at the annual COMPO meeting at the Astor Hotel.

Some of those who attended yesterday's meeting said they believed the plan would show best results in carefully selected areas, especially other than primary metropolitan sections such as New York, Chicago, Los Angeles and the like, where costs of buying the extensive radio time and other promotional media might tend to make the plan impractical.

Seen as Good Investment

They expressed themselves as seeing it as a good investment of dollars in its Wisconsin tryouts and said they saw no reason why it should not duplicate the results there when applied to comparable areas.

The plan contemplates selection of an exploitable picture for showing in participating theatres in a given area for one week. The distributor of the selected picture matches exhibitor contributions to the special promotion fund, much in the same way he might participate in a cooperate advertising campaign in the territory.

A different picture would be selected for each week the campaign is continued, with the distributor of the chosen picture participating in the same way. All local and regional media are used in the promotion.

'Enemy' Big in U.K.

LONDON, Oct. 21.—"Yesterday's Enemy," a Hammer Film Production for Columbia Pictures release, is playing to the biggest business in two years for any film on the ABC Circuit. Film opened on the ABC Circuit on Monday.

Lazarus Urges

(*Continued from page* 1)

launching an extensive promotion campaign in behalf of the forthcoming release of Carol Reed's "Our Man in Havana."

Citing some of the advantages accruing to the travel agents from the use of foreign locales and backgrounds, Lazarus noted the tremendous tourist interest generated in faraway places through such films as "Three Coins in the Fountain" (Rome), "Bridge on the River Kwai" (Ceylon), "Love Is a Many Splendored Thing" (Hong Kong), "Fire Down Below" (Trinidad), "Sayonara" (Japan), "Summertime" (Venice), "Island in the Sun" (Jamaica), and others. By presenting pictorially some of the most attractive features of these locales, Lazarus said, the films built up "what we in the motion picture industry would call a "want-to-see" on the part of tourists and potential travelers."

Sees Traveling Aided

He said that movies also afforded graphic demonstration of the ease of modern traveling. Seeing these places on the screen makes it look as if they're just across the street and easily accessible, he said.

The Columbia vice-president said that the international publicity attendant upon making films abroad was another boon to travel agents. Top writers, editors and photographers visit production locations, he stated. These press junkets invariably result in highly favorable publicity for travel and for the particular locale.

In this connection, Lazarus screened for the ASTA delegates a special television featurette, "My Men In Havana," filmed while the production was on location in Havana.

Agents Cooperating

Turning to the tie-up between ASTA and Columbia Pictures for "Our Man In Havana," Lazarus said that the joint promotion would extend right down to the grass-roots level, where travel agents would be working hand in hand with local motion picture exhibitors and Columbia sales and exploitation forces. Travel agents will receive a special exploitation kit, detailing the campaign and how it can be applied on the local level.

Warner Bros., Blanke Terminate Association

From THE DAILY Bureau

HOLLYWOOD, Oct. 21. — Warner Brothers and producer Henry Blanke today reached an amicable agreement to terminate Blanke's association with the studio.

During his affiliation with the studio Blanke produced many outstanding pictures, including "The Story of Louis Pasteur," "The Life of Emile Zola," "The Maltese Falcon," "The Treasure of the Sierra Madre" and most recently, "The Nun's Story."

Blanke commenced his long association with Warner Brothers as a producer in 1930, after having served as production assistant in the studio to the late Ernst Lubitsch.

U.A. Officials to Attend 'Marty' Bow in Russia

From THE DAILY Bureau

WASHINGTON, Oct. 21. — Top United Artists officials will journey to Moscow next month for the Russian premiere of "Marty," the first American film to be shown in Russia in 15 years.

The delegation going to Moscow for the premiere will include, the State Department announced, United Artists president Arthur B. Krim, board chairman Robert S. Benjamin, and foreign distribution vice-president Arnold Picker. Harold Hecht and Delbert Mann, producer and director, respectively, of the film, and screen stars Gary Cooper and Edward G. Robinson will also journey to Moscow for the showing. They will arrive in Moscow Nov. 9 and remain there about one week.

Will Open There Nov. 10

"Marty," one of 10 American films bought by the Soviet Union under the recent Russian-American film agreement, will open in Moscow Nov. 10. On the same day, there will be a premiere in Washington of "The Cranes Are Flying," one of several Soviet films bought by Americans under the agreement.

Motion Picture Association president Eric Johnston is actually issuing the invitations to the "Cranes" premiere, "with the cooperation of the Department of State.

Herter Praises Industry

Secretary of State Christian Herter hailed the coming premieres in Washington and Moscow. "Our government," he declared, "is pleased by the response of the American motion picture industry in supporting the efforts to improve the climate of understanding between the peoples of the Soviet Union and United States. The American film at its best has always demonstrated its capacity to reach across boundaries of culture, tradition and language, and by so doing has helped break down mistrust and misunderstanding. The United States has always believed in and practiced the doctrine of free and full international communication. We therefore especially welcome the carrying out of this part of the film agreement, which makes it possible for American films to be shown in the Soviet Union on a regular basis."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Product Talks

(*Continued from page* 1)

th them in setting up this phase of e session, Kerasotes said.

Smith is arranging the recordings the 10 showmen, who will come m the Northwest, California, Mountn States, Midwest, North Central, uthwest, South, Southeast, East and rtheast sections of the country. A ge map of the nation, with each tion illuminated by an electrical cuit, will serve as a stage backound. As Smith calls on each section, t portion of the map will light up, d the showman's taped message will played.

Selig Lists Topics

Selig said the topics to be discussed clude: "The Art of Selling Art Picres," "Institutionalizing Our Theaes," "Adverse Criticism and Rejected dvertising," "Patron Motivation rough Giveaways," "Premieres ithout Stars," "Regional-Exhibitor int Campaigning," "Maintenance d Patron Services," "Regional 'Point Sale' National Advertising Placeent," "Specific, Successful Showlling," and "Salvaging Yesteryear's oduct." The latter subject will cover e putting together of old product ailable through branch exchange offes.

Selig said he, Orear and Smith are oosing representative theatre owns and theatre managers in each secn of the country who have made a ecialty of one of the topics, to speak that subject. The entire package, said, will literally be exhibition's tline of showmanship.

Mrs. Twyman to Speak

On the same program, as guest eakers, will also be Mrs. Margaret wyman, director of community relans of the Motion Picture Associan of America; Joseph Levine, presnt of Embassy Films; and Max E. ungstein, vice-president and advering-exploitation publicity chief for nited Artists.

TOA's five-day convention will open nday, Nov. 8, and conclude Thursy evening, Nov. 12. The National ssociation of Concessionaires is conning concurrently at the Sherman ith TOA.

uneral Services Today or Will Whitmore, 57

Funeral services for William Whitore, 57, manager of the advertising, les promotion and public relations partment of American Telephone & elegraph Co. here, will be held at e Fairchild Funeral Chapel in Mansset, L. I., at 3:30 P.M. today. hitmore, who in 1927 had been on e editorial staff of the old Exhibirs Herald, predecessor of *Motion cture Herald*, died Tuesday in St. uke's Hospital here, following a ngthy illness. Burial will be in the mily plot in Lockhart, Texas.

Surviving are the widow, Mrs. Alne Lloyd Whitmore, and two ughters, Jane and Jean.

REVIEW:

Sign of the Gladiator

American-International

PUT THE "Sign Of The Gladiator" on the marquee and its a sure bet you'll have to put up the S.R.O. sign in your box office. It is loaded with eye-appealing action in color and as an added box-office attraction, beautiful, buxom Anita Ekberg in the lead role of Zenobia, voluptuous Queen of Palmyra, whose barbaric leadership of her Syrian army almost overthrew the might of Rome during the reign of Aurelian.

It is spectacular in its use of people. The screen is filled at times with thousands of soldiers and horses in thrilling combat; scenes featuring Roman catapults of blazing rocks and spears which might be compared with today's use of missiles.

In addition to Miss Ekberg, the film can boast the talents of two other beauties, Lorrella De Luca, who plays the part of Bathsheba, and Chelo Alonso, as a sensuous slave dancer, confidante and amour of Folco Lulli, Miss Ekberg's Prime Minister.

George Marshal, Jacques Sernas and Alberto Farnese, enacting the roles of loyal Roman soldiers, round out the leads of the international cast assembled for the film epic.

James Nicholson and Samuel Arkoff lift American-International Pictures to a new plateau with their presentation of this multi-million dollar spectacle which was produced by Guido Brignone, and developed as an Italian-French-German co-production by executive producer Enzo Merolle.

The dubbing, done by Titra Sound Studios of New York is a masterful job of lip-synchronization.

THE SPECTACLE has copious opportunities for showmanship with all the exploitation angles embodied in the film, which runs the gamut from wardrobe and hairstyling to a special recording of "Zenobia," which Nicholson and Arkoff adapted to sell the film via the disc jockey route.

Ottavio Scotti's art direction is especially noteworthy.

Vittorio Musy Glori's direction captures the excitement of spectacular scenes, touching lightly but sufficiently on the romantic associations of the principals involved in the original story and screenplay credited to F. Thellung, F. De Feo, S. Leone, G. Mangione and G. Brignone.

The story deals with Marshal's ability to carry out a plan of having himself captured and later gaining the favor of the Queen in order to mastermind the defeat of her troops by the Romans. He exposes her Prime Minister as a traitor to her cause, but despite the love that develops between the Queen and himself, he considers his loyalty as a Roman soldier above his love. Marshal's plan pays off as the Syrian Queen's army is captured; and he nearly loses his life as the Queen, angered by his betrayal, wounds him with a spear.

The Roman Emperor Aurelian and his senate grant Miss Ekberg her freedom as Marshal pleads his love for her.

Running time, 84 minutes. General classification. Release, in October.

SAMUEL D. BERNS

'Colorado' Short Opens

Tied in with Colorado's Centennial Celebration, Universal-International's 10-minute CinemaScope and color featurette, "Hi! Colorado," is opening throughout the state of Colorado this week following its world premiere at the Denver Theatre in Denver on Saturday. It will be shown to President and Mrs. Eisenhower in the White House this week, according to Centennial officials.

70mm. for Terre Haute

TERRE HAUTE, Ind., Oct. 21. — Alliance Amusement Co., Chicago, has purchased for installation at its Grand Theatre here Victoria X 70/35mm projection-sound equipment. The units were obtained from Cinematograph International, a division of Joe Hornstein, Inc., New York.

'4-D' Opens in South

"4-D Man," the new Fairview Production being released by Universal-International, opened at the Melba Theatre in Birmingham and the Ritz Theatre in Anniston yesterday to be followed by openings at the Paramount in Atlanta and in seven other Georgia and Alabama cities today as part of a Southern territorial saturation launching of the picture.

C&G Offers Conversions

A new and faster laboratory method of printing conventional 35mm and 16mm positives from CinemaScope films has been perfected by C. & G. Film Effects, Inc. Martin Gottlieb and Hugo Casolaro, owners of the company, have completed a number of contracts for major distributors.

PEOPLE

Charles S. Chaplin, United Artists Canadian district manager, will be guest speaker at the annual convention of the Saskatchewan Motion Picture Exhibitors Association in Saskatoon, Canada, on Monday. He will discuss the company's distribution plans for the next six months.

□

William Brandt, president of Brandt Theatres, was guest of honor at a surprise testimonial dinner tendered him yesterday by the Beth Abraham Home in the Bronx. He was honored for his efforts to provide recreation and entertainment programs for the 531 patients of the home.

□

Fess Parker, touring star of Paramount's "The Jayhawkers," will be guest of the Hartford press at a luncheon to be held there tomorrow at the Statler Hilton Hotel.

□

Jack Borgenicht, formerly with the Trans-Lux Theatre, New York, has been named manager of the circuit's Trans-Lux in Philadelphia. Julian Harris has been named assistant manager at the latter house.

Johnston Lauds

(*Continued from page* 1)

gain the United States Government ever had."

Addressing the Western Region convention of the American Association of Advertising Agencies, Johnston said the fact that the IMG program requires that the information media be sold in the countries to which they are exported immediately give them a value in the eyes of the recipients which materials contributed without cost do no have.

Points to 10 Per Cent Cost

"In its first decade," he said, "IMG made possible the export into 18 countries of American books, periodicals and films valued at about $150 millions at a cost of approximately $16 millions. At a cost of 10 per cent, where could America find a better bargain in carrying out its foreign policy objectives through private enterprise?

"Today, IMG is operating a limited program on very limited funds—only $2¾ millions a year. Don't you agree that it should be doubled or quadrupled?" he asked.

'Football Highlights' Set

Universal-International is preparing a new one-reel special to be titled "Football Highlights of 1959," featuring the highlights of the current football season, it was announced by F. J. A. McCarthy, assistant general sales manager. The film will be ready for theatres early in December and special promotional material is being prepared to help exhibitors take advantage of the selling angles.

"BREATHTAKING"
—Motion Picture Daily
WALT DISNEY'S
THIRD MAN ON THE MOUNTAIN
TECHNICOLOR®

Compo Meet

(*Continued from page* 1)

membership, subject to confirmation by the member organizations which they represent. The triumvirate is comprised by Abe Montague, Columbia Pictures executive vice-president, representing distribution company members of the Motion Picture Association of America; Sam Pinanski, president, American Theatres Corp., Boston, representing Theatre Owners of America, and Marcus, head of Marcus Theatres Management Co., Milwaukee, representing Allied States.

Other officers are: Herman Robbins, president of National Screen Service, treasurer; Sidney Schreiber, general counsel of MPAA, secretary, and Charles E. McCarthy, information director.

McCarthy to Report

McCarthy will make the annual report to the meeting, covering Compo's recent work in opposition to censorship and other measures opposed by the industry and on behalf of legislation favored by it, as well as other activities. Manning Clagett of MPAA also will report to the meeting on censorship legislation.

Pickus' research committee has held several meetings recently and his report is expected to indicate the prospects of any significant action in this field for the near future. Industry research for a time was a project of the American Congress of Exhibitors but since Compo had a research committee organized and working, ACE relinquished the project to it.

Tax Drive on Agenda

Reports also will be made on the work of the Compo national publicity network and on the status of the continuing campaign for abolition of the Federal admission tax.

It is expected that about 50 representatives of the various organizations comprising COMPO will be present from all over the country. These organizations are Allied, TOA, Metropolitan Motion Picture Theatre Association, Independent Theatre Owners Association, Motion Picture Association of America, Society of Independent Motion Picture Producers, Variety International and the trade press committee.

Paramount Theatre in Asheville, to Close

Special to THE DAILY

ASHEVILLE, N. C., Oct. 21.—Manager Easton L. Hulme says the Paramount Theatre, an AB-PT operation, this city, will close its doors next Saturday night, after almost 50 years of operation. "The Paramount has suffered the same fate befalling many second-run theatres across the country," Hulme explained.

Formerly known os the Majestic, the Paramount was once the home of many vaudeville shows and was recognized as one of the finest theatres in Asheville from an acoustical standpoint.

SUSPENSE
"It has the sort of high altitude thrills to send the viewer cowering deep in his seat and the sort of moving drama to put him on the edge of it."
—Variety

WALT DISNEY'S
THIRD MAN ON THE MOUNTAIN
TECHNICOLOR®

RCA 9-Month Earnings Up 38% Over Last Year

Net profit from sales of products and services of the Radio Corporation of America and its subsidiaries for the first nine months of 1959 amounted to $27,300,000, representing an increase of 38 per cent over the same period last year, it was announced by David Sarnoff, chairman of the board, and John L. Burns, president.

Sales for the first three quarters totaled $978,200,000, compared with $834,800,000 for the period in 1958, an increase of 17 per cent.

Third quarter sales amounted to $344,500,000, compared with $292,200,000 for the quarter in 1958. Net profit after Federal taxes totaled $7,900,000, compared with $6,300,000 for last year's third quarter.

Earnings per share of common stock for the third quarter amounted to 51 cents, an increase of 28 per cent over the quarter in 1958, and brought the total nine-month earnings per share to $1.80, an increase of 43 per cent over the first three quarters of 1958.

Singapore Tax

(*Continued from page* 1)

rived from Singapore but to those transmitted there from all of Malaya as well. Thus, removal of the office would at least reduce the taxable income.

The board also heard a report on the consolidation of all American distribution operations for Australia in Sydney. Branch offices in other Australian cities will be dispensed with in the move, understood to have been dictated by the need for economies in Australian operations.

Favors Mexican Festival

The board has virtually agreed to enter the Mexican film festival to be held in Mexico City, Nov.25-Dec. 12. Actually, the event consists of showings of only those films which have won awards in film festivals elsewhere. American films such as "Compulsion," "The Black Orchid" and others would qualify. The American participation is regarded as a good will gesture, perhaps influenced by the recently announced decision to open a new Western Hemisphere MPEA headquarters in Mexico City with Robert J. Corkery, MPEA vice president, in charge.

The board also heard reports on the progress of negotiations for a new film import agreement with Pakistan to replace the one which expired last June, and on the status of local labor and censorship problems in Brazil.

WB Host in Albany

ALBANY, N. Y., Oct. 21.—Warner Bros. will play host to exhibitors at an "open house" in its new quarters at 991 Broadway here Nov. 6, from 3 to 5 P.M. Division manager Ralph Iannuzzi and branch manager Herbert Gaines will greet the guests. The affair will be part of the "Operation Christmas Tree" drive.

ROMANCE

"... just what the exhibitor needs, for in its protagonist, James MacArthur, and his girl friend, Janet Munro, it offers players with whom young audiences may feel a ready sense of identification."

—The Hollywood Reporter



WALT DISNEY'S
THIRD MAN ON THE MOUNTAIN
TECHNICOLOR®

Dana Is Named

(*Continued from page* 1)

saman, Hummelstown, director of Christian education for the Central Pennsylvania Synod of the United Lutheran Church.

Dana will receive $5,500 a year and the two members $5,000 each. The three nominations have been sent to the Senate for confirmation.

The board, created at the current legislative session, is empowered to ban films adjudged "obscene or unsuitable" for children under 17 years of age. The new agency replaces the old censorship board ruled unconstitutional several years ago.

The new act includes an appropriation of $75,000 for enforcement. Violations are punishable as a misdemeanor subject to fines of from $500 to $1,000, and imprisonment for six months.

Ad Questionnaire

(*Continued from page* 1)

tee. The purpose of the study is to provide distributors with facts in order that they may better supply the needs of exhibitors.

In commenting on the questionnaire, Max A. Cohen, co-chairman for ACE, and Charles Simonelli, chairman of the MPAA advertising and publicity directors committee, stated: "It is important that exhibitors give the time and thought necessary to answer all the questions and to comment fully on any area in which they would like to express their individual views. Only with this kind of cooperation from the men who use the advertising materials provided can distribution gain the information that will result in more useful advertising help for exhibitors."

The questionnaire covers all advertising materials now supplied to exhibitors, including newspaper advertising, radio advertising, TV advertising, posters, theatre trailers, press books and in addition a few general questions regarding cooperative advertising and saturation campaigns.

Fills Recognized Need

When the advertising heads of theatre circuits and distribution first met under the auspices of the MPAA-ACE advertising sub-committee, it became immediately evident that if the committee was to develop a constructive program mutually beneficial to exhibition and distribution that additional facts from the field were necessary. The questionnaire, therefore, is basic to the work of the sub-committee.

If the first questionnaire on advertising materials proves successful, additional studies dealing with publicity, exploitation and public relations will be initiated.

Wometco Dividends

MIAMI, Oct. 21.—The board of directors of Wometco Enterprises, Inc., has declared a regular quarterly dividend of 17½c on Class "A" stock and 61½c per share on class "B" stock payable Dec. 15, 1959, to stockholders of record as of Dec. 1. 1959.



WALT DISNEY'S
THIRD MAN ON THE MOUNTAIN
TECHNICOLOR®
STARRING
Michael RENNIE · James MacARTHUR
Janet MUNRO · James DONALD
with Herbert LOM · Laurence NAISMITH
produced by WILLIAM H. ANDERSON
directed by KEN ANNAKIN screenplay by ELEANORE GRIFFIN
based on the novel "Banner in the Sky" by James Ramsey Ullman
©WALT DISNEY PRODUCTIONS

for THANKSGIVING and CHRISTMAS from BUENA VISTA

National Pre-Selling

PRACTICALLY everyone in the motion picture industry will be interested in reading "Life's," article on Cecil DeMille's autobiography in the Oct. 19 issue. It is illustrated with stills made on the sets of "The Squaw Man," the first film made in Hollywood. The producing company, as most everyone knows was organized by Jesse Lasky, Sam Goldwyn and DeMille. But few people know that DeMille had to pawn the family silver at Simpson's to help finance the newly born company. When DeMille died last January, he left an uncompleted autobiography on which he had worked for many years. Using DeMille's first drafts and voluminous notes, his longtime associate, Donald Hayne, has since put the book into final form. It will be published next month by Prentice Hall.

•

A striking color ad on U-I's "Pillow Talk" starring Rock Hudson and Doris Day appears in the October issue of "Redbook."

•

A pictorial essay in the Oct. 27 issue of "Look" is based on an exhaustive search to find a girl to play the strangest title role in movie history—a role with no lines and no screen credit, a role in which her face will never be seen. The girl, Barbara Hines, a fourth grade San Fernando, Calif., school teacher, was selected by director George Sidney to appear in "Who Was That Lady?" starring Tony Curtis and Janet Leigh. Miss Hines will not face the camera and audiences will probably be saying "Who's that lady?"

•

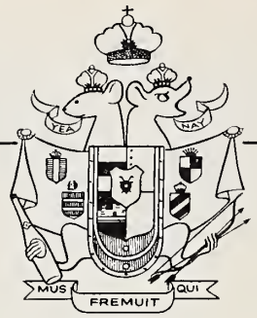
Pat Boone, starred in 20th-Fox's "Journey to the Center of the Earth," will have Janet Blair, Dorothy Collins, Sugar Ray Robinson and Polly Bergen on his fall and winter TV shows, according to "T.V. Guide's" Oct. 23 issue.

•

"Aren't We Wonderful," a Film Alliance relcase which is having its premiere here at the Plaza Theatre, received an upbeat review from Jesse Zunser in the Oct. 17 issue of "Cue."

Zunser says "it is a post-war German apologia—witty, satiric, rueful, dual-drama bristling with sharp social commentary—written around two youths who grew up in Germany-in-transition 1913 through 1955. With barbs and jibes at Hitler and the Nazis, who followed him, with scorn, contempt and pity for the Germans who kept silent or scurried for cover during those Nazi-containment years, the film is a solidly constructed, elaborated produced, frequently humorous combination of documentary, fantasy and solid drama, extremely well acted."

WALTER HAAS



Today

H. R. H. The Grand Duchess Gloriana XII

of the Duchy of Grand Fenwick

will reveal at a high-level motion picture

industry press conference the hitherto-

undisclosed, behind-the-scenes planning

that resulted in the most lavish

and most successful publicity stunt

of the decade...

***Seen** coast-to-coast on the Jack Paar T V Show*

***Heard** coast-to-coast on the Morgan Beatty Show*

***Read** around the world in U.P.I. and A.P. reports*

This extraordinary public

relations venture has made

Columbia Pictures'

"The Mouse That Roared"

the most talked-about comedy

of the year.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 80 NEW YORK, U.S.A., FRIDAY, OCTOBER 23, 1959 TEN CENTS

Hoax Not a Hoax

Reverse Fillip Makes 'Mouse' Fiction Real

Moran Wins Acceptance in Washington as Ambassador

By JAMES D. IVERS

The more Columbia pictures insisted there was no such country as the Duchy of Grand Fenwick, that James Sterling Moran was a publicist *par excellence* and not His Excellency the Ambassador to the United States, and that Her Ladyship the Marquise de Navaronne was not lady-in-waiting to Her Royal Highness the Princess Gloriana XII, the more world diplomats gathered at Geneva, the diplomatic corps in Washington, and the world press insisted that there was such a place as Grand Fenwick,

(*Continued on page* 2)

Goldstein Named Head Of Pioneer Dinner Unit

Morey R. Goldstein, vice-president and general sales manager of Allied Artists, has been appointed general chairman for the 21st annual dinner of Motion Picture Pioneers and Foundation of Motion Picture Pioneers, it was announced yesterday by Ned E. Depinet, president of the Pioneers' organization. The dinner, which is to be held at Waldorf Astoria Hotel on Nov. 23, will honor Steve Broidy, president of Allied Artists, as Pioneer of the Year.



Morey Goldstein

Co-chairmen of the dinner committee were also announced by Depinet as follows: Edward Morey, Allied Artists vice-president; Marvin Kirsch,

(*Continued on page* 5)

TELEVISION TODAY—page 5

London V.C. 10th Anniversary Plans Related to N. Y. Tent By Carreras

London's Variety Club Tent 36 will observe its 10th anniversary on Nov. 10 with luncheon ceremonies which will be televised throughout the United Kingdom, James Carreras, head of Hammer Prods. of London and one of the Tent's most active officials, told a luncheon gathering of New York Tent 35 members here yesterday.

Carreras said a feature of the anniversary program will be the distribution by the Duke of Edinburgh of checks aggregating £60,000 ($168,000) to humanitarian and charitable agencies that are being aided by the London Tent.

He said that the 10-year-old Tent now has 522 members who include the key people in the British industry and that its annual fund-raising has been increased from $120,000 the

(*Continued on page* 2)

Harry Brandt Chief Barker, N. Y. Tent 35

Harry Brandt, head of Brandt Theatres and president of Independent Theatre Owners Association of N. Y., is the new chief barker of New York's Variety Club Tent No. 35. Results of the election of new officers and canvassmen were announced by Ira Meinhardt, retiring chief barker, at a luncheon here yesterday attended by the outgoing and incoming Tent officials.



Harry Brandt

Other new offices of Tent 35 are Walt Framer, first assistant chief

(*Continued on page* 2)

Sanford Meisner Heads Talent Division at Fox

From THE DAILY Bureau

HOLLYWOOD, Oct. 22. — Sanford Meisner, well known New York dramatic instructor, has been signed by Buddy Adler, executive producer at 20th Century-Fox, to the post of director of the new talent division at the studio.

Meisner, a native New Yorker,

(*Continued on page* 5)

Livingston Retires From Cooper Theatres

Special to THE DAILY

LINCOLN, Nebr., Oct. 22. — The retirement of Robert R. Livingston, who has been associated with Cooper Foundation Theatres for the last several years, was announced today by Kenneth E. Anderson, general manager of the Cooper Foundation and Cooper Foundation Theatres.

Livingston came to Lincoln more than 50 years ago to enter the exhibition field. He is currently the secretary of Theatre Owners of America.

Fox Fulfills Pledge To Sub-Runs: Harrison

Special to THE DAILY

CLEVELAND, Oct. 22. — 20th Century-Fox, through its branch advertising-publicity directors, is fulfilling its announced policy of promotional cooperation with sub-run theatres at the local level, Alex Harrison, general sales manager, said at an informal luncheon here at the Carter Hotel yesterday.

The affair, which was attended by

(*Continued on page* 5)

Para. Names Kaufman General House Counsel

The appointment of Leonard Kaufman as general house counsel for Paramount Pictures was announced yesterday by Barney Balaban, president.

Kaufman fills the vacancy created by the death of Louis Phillips, for whom he had served as chief aide since joining the Paramount legal department in 1949. For the past three years Kaufman has been acting as assistant



Leonard Kaufman

(*Continued on page* 5)

At Compo Meeting

Propose Plan For Ad Tie-In With 'Oscar'

Would Plug New Pictures Before and After TV Show

Proposals that the industry tie up current and coming film attractions with annual Academy Awards presentations on television by buying 10 or 15 minutes of commercial time preceding or following the program were made at the annual meeting of Compo members and executives at the Hotel Astor here yesterday.

The meeting also was warned that the entire industry must be alerted to the threat of new censorship laws when a record number of state legislatures convene next year.

About 45 persons representing all five membership divisions of Compo attended the meeting and reelected all officers and executive committee members for another year. The meet-

(*Continued on page* 4)

Compo Presents Scroll To Herman Robbins

(Picture on Page 4)

Herman Robbins, treasurer of COMPO since its inception, was honored by the members, directors and executive committee of COMPO at their annual meeting yesterday, by the presentation of an embossed scroll in recognition of his outstanding services to the motion picture industry and to COMPO. Presentation was made by Sam Pinanski, chairman of the meeting.

The meeting coincided with the

(*Continued on page* 4)

Producers and WGA, W At Impasse Over TV

From THE DAILY Bureau

HOLLYWOOD, Oct. 22.—Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, discussing the current strike of screen writers against producers, tonight declared: "The contract negotiations between the motion picture

(*Continued on page* 5)

PERSONAL MENTION

SEYMOUR MAYER, vice-president of M-G-M International, left here yesterday for Tokyo on the first leg of a tour of overseas markets.

•

JAMES CARRERAS, head of Hammer Films, will return to London tomorrow from New York.

•

DON KLAUBER, United Artists Associates national sales manager, will leave here on Monday for Dallas and Los Angeles.

•

ALFRED HITCHCOCK has left New York for London.

•

DICK SCHNEIDER, TV director, will leave here by plane today for the Coast, thence by ship to Hawaii for a four-week vacation.

•

CORNEL WILDE, actor-producer, has arrived in New York from Hollywood.

•

GEORGE ROTH, president of Bentley Films, will leave here over the weekend for the Coast.

•

EDWARD CATLIN, Warner Brothers salesman in Cleveland, has returned to his duties there following a vacation and a short illness.

•

DORIS DAY, and her husband, MARTIN MELCHER, producer, are in Boston today from New York.

•

SAM SPIEGEL, producer, will return to New York on Sunday from London.

SPG to Meet Monday

HOLLYWOOD, Oct. 22—A general membership meeting of Screen Producers Guild, in the form of a business dinner, will be held in the Beverly Hilton Hotel on Monday. Conducted by Guild's new president, Walter Mirisch a report on the forthcoming "Milestone" Dinner, honoring Jack L. Warner next Jan. 24, will be made.

Robert Arthur has been elected to membership on the Guild's executive board, it was announced today.

'Career' Big $5,760

PHILADELPHIA, Oct. 22.—Hal Wallis' "Career," which opened Tuesday at the Arcadia Theatre here, in two days grossed a big $5,760, topping by a wide margin the previous house record set by "Rear Window" in 1954. Mert Shapiro, operator of the Arcadia, predicts that the opening week gross of the Paramount release will be one of the biggest in the history of the theatre.

'Mouse' Hoax Is Not a Hoax

(*Continued from page* 1)

that it had declared war on the United States, and that it had won.

That is the story of a promotion campaign, executed by Columbia Pictures and Carl Foreman's High Road Productions for "The Mouse That Roared," comedy produced in England by Walter Shensin for High Road. The picture, in satire broad enough to inspire the campaign, tells the story of a tiny European nation whose rulers seek solvency by declaring war on the U.S., losing that war as rapidly as possible, and gaining the largesse due a defeated nation under modern practice. A 20-man army, armed with bows and arrows, invades New York, accidently gains possession of a hydrogen bomb, and with astonishing and hilarious results, wins the war.

Top Executives Heard

At a luncheon yesterday in the Columbia executive dining room, Paul Lazarus, Jr.; Jonas Rosenfield; the Columbia publicity department, and Irving Rubine, vice-president of High Road, outlined the campaign from its inception and introduced Moran and his Marquise.

By stressing the fact that the promotion was a "hoax within a hoax," extraordinary acceptance of the Grand Fenwick fiction was achieved, Lazarus explained. Shensin, formerly a unit publicist for Columbia who optioned the story two years ago after its publication as a book, told how he had finally succeeded in having Foreman's High road company sponsor its production and how, when it was completed, Rubine had taken it to Geneva, where the foreign ministers' conference was in session and gotten a screening there under the sponsorship of the Swiss Government.

Covered by AP

That screening and its success—the Associated Press in its coverage said it was "the first time East and West had laughed together"—inspired the treatment for the picture before its opening in this country. At that screening also was born the idea of creating a bona fide embassy for a non-existent country and of treating the stories about it with tongue in cheek.

For two weeks prior to the opening at the MacArthur theatre in Washington last night—an opening which garnered extraordinary reviews of both the picture and the promotion—Jim Moran, proprietor of probably the most free form public relations agency in business today, installed himself and the Marquise in a suite in Shoreham Hotel, set up as the embassy of Grand Fenwick. The night before the opening a diplomatic reception, attended by the Washington diplomatic corps in full panoply, was a huge success.

Moran told the press yesterday, confidentially, that the only reason he took the assignment was because he could never resist a uniform. And the uniforms, his own including a $500 pair of epaulets and the Marquise's including a quarter of a million dollars worthy of Harry Winston's jewelry, were magnificent.

By-products of the campaign, outlined by Rosenfield, Robert Ferguson, Rubine and Moran, included the printing of a stamp issue—which has been accepted and postmarked by the U.S. postoffice—registration of a car in the name of James Moran, Commissioner of Motor Vehicles for Grand Fenwick, manufacture of flags which have been flown at Geneva, in London, at the Shoreham and in New York, and the manufacture and sale of a new wine, made from the vineyards of the fictional Grand Fenwick.

In connection with the latter, representatives of the Cresta Blanca winery explained plans for an extensive national promotion of Pinot Grand Fenwick.

It's a good, full-bodied, fine-flavored wine of moderate bouquet, a gay companion, and a fine publicist.

London Variety Club

(*Continued from page* 1)

first year to $350,000 this year. Its prestige has so increased, he said, that the Tent can choose the benefit premieres to which it will lend its name.

"The entire industry is behind Tent 36," he said. "We learned from you people in America how to accomplish such things for the Tent and its Heart projects. I see no reason why your New York Tent cannot be as successful."

"There are some reasons, but no real good ones why we can't," remarked Ira Meinhardt, retiring chief barker of New York Tent 35, who presided at the luncheon. "It is an industry job, not one for a single group or individual," he added. "If all will help, no one person will have too much to do.

Meinhardt introduced George Eby, International chief barker; Ed Emanuel, first assistant chief barker; Ralph Preuss, international representative; Ray Bell, international press guy, and Charles Kurtzman and other visitors.

Fellerman in New Office

Max Fellerman, who recently announced his resignation from Lopert Films, Inc., is making his headquarters here at Bentley Films, 37 West 57th Street.

TENT TALK

Variety Club News

CINCINNATI—The Variety Clu will honor Jack Needham, recognize as "dean" of the industry in this are at an 80th birthday stag dinner to b held Nov. 2 at the Hotel Metropol Needham, who started in show bus ness back in the old carnival day and who was a friend of the late Wi liam Fox, now operates his own book ing agency covering Southern Ohi

△

BUFFALO—A general membershi meeting of Tent No. 7 has bee scheduled for Monday evening, a which time the crew for 1960 will b nominated. The annual election wi be held Nov. 9.

Harry Brandt Named

(*Continued from page* 1)

barker; Charles Alicoate, second as sistant chief barker; Jerry Pickman property master, and Jack Hoffberg dough guy.

New canvassmen are: Georg Waldman, Charles Smakwitz, Mo San ders, Jack Levin, Irving Dollinger an Jack Byrne.

The installation luncheon for th new crew will be held at the Hote Astor on Nov. 17.

Urges 'Ben-Hur' Support

Brandt urged those at the luncheo yesterday to give their support to th "Ben-Hur" theatre night sponsore by the Tent for the benefit of its can cer research and treatment Hea Project which won the Internationa Heart Award at the Variety Interna tional convention in Las Vegas las spring. The benefit night is Nov. 2

Hoyler Dies in Crash

PRINCETON, N. J., Oct. 22.—Cyri Nathaniel Hoyler, 54, manager o technical relations for RCA Labora tories here, died yesterday three hour after a station wagon in which h was riding was struck by a train at grade-crossing near Moosomin, Sas katchewan, Canada, according to word received here. He is survived by hi wife and three sons.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"A SUMMER PLACE"
Starring
RICHARD EGAN DOROTHY McGUIRE SANDRA DEE ARTHUR KENNEDY TROY DONAHUE
Written, produced and directed by DELMER DAVES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "FALL FROLIC"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



The star who came back...

It looked "mighty bad" for Wagon-Train Pete and his faithful pal Surefoot: Repeated printing seemed to have disastrously abraded the original color negative, now needed for re-issue. Suddenly, someone realized that the emulsion side of the films had been lacquered. From then on, all was smooth sailing; the scratched, lacquered surface was removed, the film re-lacquered, new prints run off in a hurry.

Storage and preservation of motion picture film involves precise technics—cleaning, lacquering (above), lubrication, control of temperature and relative humidity. Complete information is available to the industry through Eastman Technical Service for Motion Picture Film. Offices at strategic points. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Compo Has Plan for Ad Tie-In With 'Oscar

'Spots' on Air Seen Effective Aid to Films

(*Continued from page* 1)

ing, which lasted about two and one-half hours, also heard a report from Ben Marcus, a member of the Compo triumvirate, on progress of arrangements to try out his Wisconsin plan for area promotion of selected pictures in three other territories to be chosen by industry advertising executives.

Originated with Jack Whittle

The proposal for tieing in film commercials with the Academy Awards telecast originated with Jack Whittle, executive secretary of Allied Theatre Owners of Maryland. When it was explained by Charles Simonelli, Universal's Eastern advertising-publicity director, who is chairman of the Motion Picture Association's advertising directors committee, that unions, talent and others comprising the annual Awards telecast contributors would have to be paid at full scale if commercials were included in the program, Sol Schwartz, RKO Theatres president, suggested that alternate opportunities for commercials disassociated from the program proper be considered.

Goldberg, Mandel Heard

Harry Coldberg, Stanley Warner Theatres advertising-publicity director, and Harry Mandel, RKO Theatres vice-president, suggested that "spot" announcements of 10 or 15 minutes of air time be purchased by the industry for commercials on current and coming pictures, perhaps keyed to the theme that "What you have just seen concerned Hollywood's best of last year. But you haven't seen anything yet." Then named outstanding new attractions.

Simonelli and other advertising and distribution executives present agreed the idea had possibilities and should be explored further. It was noted that whether the next Academy Awards telecast was sponsored by the industry or by an outside commercial source, the before-and-after time tie-up with it still would be effective. It has not been determined yet whether the industry will again sponsor the telecast as it did during the last two years.

Simonelli Suggests Drawing

Simonelli also noted that his advertising committee has considered the possibility of individual companies drawing the names of specific markets reached by the "Oscar" telecast out of a hat and each beaming their own picture plugs to the markets they had drawn. This would solve the problem of whose new picture should be mentioned in what way on the air.

Charles McCarthy, Compo executive secretary, submitted his annual report to the meeting, describing Compo's activities in the fields of Academy Awards TV show promotion in cooperation with the MPAA-ad publicity directors committee; its organization of an industry publicity network embracing 145 cities and towns, capable not only of distributing upbeat publicity but also ready to be used in a public relations emergency of any kind; continued publication of strategic industry messages in Compo advertising in *Editor & Publisher,* the trade journal of the newspaper world; assistance on publicizing and promoting "new faces"; cooperation in matters of local taxation; counsel on national and local legislation where requested; preparation of business-building records and materials and other projects.

The meeting authorized continuance for another year of the *Editor & Publisher* ads, and voted commendation of the Compo press relations committee, of which Mandel is chairman.

McCarthy and Manning Clagett, legislative representative of the MPAA reported to the meeting on developments in the field of censorship and warned that, in addition to the recently-passed censorship in Pennsylvania, other "classification" type laws may be expected to be introduced next year in New York, Maryland and Ohio, among others.

Both warned that the laws affect exhibition as much as distribution. Compo, McCarthy, revealed, is making up campaign kits outlining methods for combatting censorship measures and providing materials from prior experiences which will be distributed to exhibitors threatened with censor legislation. They will be sent also to Compo's publicity network and others who request them.

Clagett noted that after censorship victories in New York, Maryland and Ohio this year, Pennsylvania was the first to be lost.

"Unless we snap out of our self-hypnosis," he warned, "we may awake to find censorship the rule of the land rather than the exception."

Those reelected included the Compo triumvirs, Ben Marcus, representing Allied States; Abe Montague, re resenting MPAA, and Sam Pinans representing Theatre Owners America, who presided at yesterda meeting. Also reelected were Herm Robbins, treasurer; Sidney Schreib secretary, and McCarthy, executi secretary and information director.

Executive Committee Named

Reelected to the executive comm tee were, for Allied: Marcus, Irvi Dollinger, Milton London, Har Hendel, Marshall Fine, Roy Kalv Whittle and Ed Lider; for ITO Harry Brandt; MMPTA, Sol Strau berg; MPAA, Montague; Society Independent M. P. Producers, El Arnall; Theatre Owners of Amerie Pinanski, Myron Blank, Si H. Fabia E. D. Martin, Spence Leve, Walt Reade, Jr., Ernest Stellings, Mort Thalheimer, Sr., and Albert M. Pickt for trade press, Jay Emanuel, and Variety Clubs International, R. O'Donnell.

'Get Well' to O'Donnell

The meeting voted to send a me sage of good wishes for a speedy r covery to O'Donnell, who has be hospitalized in Dallas during rece weeks.

Pickus, chairman of Compo's r search committee, was to have giv a progress report, but asked that be waived, explaining that his gro is in the midst of preparation of plan for conducting an ambitious r search project but requires more tir to complete it. The plan, if made u of when completed, would have to financed separately, rather than out Compo funds.

Report by Robbins

Robbins, who was commended the meeting in a special citation (s separate story) read the treasure report.

In attendance at the meeting yeste day were Harry Hendel, Manni Clagett, Sam Pinanski, Al Pickus, Floersheimer, Merlin Lewis, Charl Simonelli, Herman Robbins, Milt London, Abe Montague, Harry Gol berg, Mort Sunshine, Max A. Cohe D. John Phillips, Gerald Shea, B Marcus, Martin Levine, Solom Strausberg, Eugene Pieker, Eman Frisch, Jack Whittle, Sidney Schr ber, Ralph Hetzel, Sol Schwar Harry Mandel, Irving Dollinger, Sa Rinzler, Ed Lider, Sidney Stern, Ta lor Mills, Michael F. Mayer, Er Shapiro, Chester B. Bahn, Sherw Kane, Al Steen, Martin Quigley, J Dave Martin, Charles McCarthy, Ha old Saxe, Stanley Prenosil, Alex Mc and Claire Roth.



HERMAN ROBBINS with the scroll presented to him yesterday by COMPO in recognition of his services to the industry. Left to right are Sam Pinanski, A. Montague, Robbins, and Ben Marcus.

Robbins Honored by Compo

(*Continued from page* 1)

40th anniversary of the National Screen Service of which Robbins is the founder, president and chairman of the board of directors.

The scroll reads as follows: "In recognition of his outstanding service to the motion picture industry and of his lavish gifts of time, energy and money to all industry charities and other industry activities, and also in appreciation of the distinctive service he has given as treasurer of the Council of Motion Picture Organizations, Inc., to whose every call for assistance he has responded promptly and generously, this scroll is presented to Herman Robbins on this, the fortieth anniversary of the National Screen Service Corporation, of which he is the founder, president and chairman of the board of directors.

"Given this day by the membership, board of directors and executive committee of the Council of Motion Picture Organizations, Inc., assembled in annual meeting at the Hotel Astor, New York."

In accepting the scroll, Robbins said, "The credit directed to me really should be given to those who do the work."

Robbins disclaimed any individual and personal credit, saying the founding of his company and its development was achieved through joint efforts.

Robbins was given a standing ovation.

Council Urge Guard Agains All Censorshi

PEOPLE

Joseph E. Levine, whose "Hercules" is now listed among the year's g grossers, is being profiled by Inez obb for the Scripps-Howard syndite, by Stanley Penn for the *Wall reet Journal* and by Richard Nason r the *New York Times*.

□

Leo H. Hooper, former student astant manager of Loew's Poli Theae, Hartford, has been named manger of the Beach Theatre, Miami each, a unit of Florida State Theaes.

□

Jay Holmes, formerly assistant manger at the World Theatre, Philadelhia, has been named manager of the ala Theatre, Bala, Pa.

□

Melvin R. Wintman, general manger of Smith Management Co., Boston, will be given a bachelor dinner Steuben's Restaurant there on Nov. He will be married in Boston on ov. 21 to Audrey Levine of Chelsea.

onahue, Dickinson oin TOA 'New Faces'

Two of Warner Bros.' new stars, oy Donahue and Angie Dickinson, ll join the parade of "new faces" the 12th annual convention of the heatre Owners of America, at the otel Sherman in Chicago, Nov. 8 to , George G. Kerasotes, TOA presint announced. Kerasotes said he d just been advised by Jack L. arner, president of Warner Bros., at the studio had juggled the work- schedules of the two young stars, order to free them for the personal ppearance in Chicago.

Calls Gathering 'Greatest'

The gathering of new stars at the OA convention will be one of the reatest in exhibition's history, Kerastcs said. Already scheduled for apearances are Sandra Dee from Unirsal Pictures, and Tom Noonan and ete Marshall from Twentieth Century-Fox.

eonard Kaufman

(*Continued from page* 1)

ead of the company's legal staff.

Prior to his affiliation with Paraount, Kaufman was associated with he firm of Schwartz & Frohlich, specialists in theatrical and motion picure law, and had been with the law ffices of the late Nathan Burkan.

Honor IFIDA at Fete

The French Film Office held a cocktail reception here yesterday at its ffices to welcome the recent creation f the Independent Film Importers nd Distributors of America.

Fox Fulfills

(*Continued from page* 1)

leading theatre circuit heads, was primarily a social gathering with golf played after luncheon. Ray Schmertz, local 20th-Fox branch manager, and E. C. Pearson, publicity director, were in charge of arrangements.

Leading Exhibitors Attend

Exhibitors attending included Marshall Fine, Associated Circuit; Joe Lisseauer, C. Kirball Circuit; Nat and Sam Schultz, Selected Theatres; M. B. Horwitz, Washington Circuit; Gus Lynch, Schine Circuit; Blair Mooney, Cooperative Theatres of Ohio; Jack Armstrong, Armstrong Circuit; Leon Enken, Robins Amusement Co.; Leonard Mishkind, General Theatres; Herbert Horstemeier, Booking agent, Ted Vermes, Vermes Circuit; Joe Rembrandt, Center Mayfield Theatre; John Tender, Tivoli Theatre, Lorain; Herman Frankel, Capital Elyria; Jim Shulman, Schulman, Schwartz Circuit; Jack Silverthorne, Hippodrome Theatre, Cleveland; Ralph Russell, Palace, Canton.

Goldstein Named

(*Continued from page* 1)

Pioneer vice-president; and William J. German, Pioneer treasurer.

Among some of the committee chairmen designated and now active on dinner and program activities for the dinner are: Chester Bahn, trade press chairman; Charles Alicoate, new member chairman; William J. German, financial chairman, and Lars McSorley, publicity chairman.

Following the selection of the chairmen and committees, Depinet said, "Knowing the energy of 'Razz' Goldstein and being more familiar with his 'bag of tricks' it is my opinion that this year's Pioneer dinner will be one of the industry's most outstanding events. Judging from the early request for tickets, attendance-wise, we have every reason to believe this year's dinner will be SRO."

Sanford Meisner

(*Continued from page* 1)

brings to the position—which finds Adler spending upward of one million dollars a week in search for new faces—more than 40 years experience as an actor-director-instructor in the dramatic arts. He will take over his new post as soon as he completes a starring role with Rita Hayworth, Anthony Franciosa and Gig Young in Clifford Odets' "The Story on Page One" for Fox at the end of the month.

In addition to handling new talent, Meisner also will give advance courses in acting to the studio's contract players.

Mrs. Pauline Kaiser

Funeral services will be held in Riverside, N. J., today for Mrs. Pauline Kaiser, mother if Sam Kaiser, of Kaiser, Sedlow and Temple. She died yesterday morning.

Television Today

Laughton to Star with Shakespearean Group

From THE DAILY Bureau

HOLLYWOOD, Oct. 22.—Hubbell Robinson Productions has made arrangements for Charles Laughton to introduce and star in a special 90-minute telecast presenting for the first time on American television highlights from William Shakespeare's "A Midsummer Night's Dream," with the world-renowned Shakespeare Memorial Theatre company at Stratford-on-Avon. The telecast, which will be taped in England Nov. 30, will be one in the series of Ford "Startime" Specials aired on the NBC television network Tuesdays at 9:30 P.M.

Condensation Planned

Due to the length of the property, Robinson stated there would be no attempt to present the entire play but rather to present a condensation, together with a tour conducted by Charles Laughton of Shakespeare's country, including the town of Stratford-on-Avon, the famed theatre, the author's birthplace, and Anne Hathaway's cottage. Robinson further stated that Fletcher Markle, an executive of Robinson Productions, will produce the television version of Peter Hall's production of the famed classic, which has been running for eight months as part of the 100th season of the Memorial Theatre.

'Movies Learn to Talk' On '20th Century' Sun.

Ben Turpin, Greta Garbo, John Barrymore, Marie Dressler, Thomas Edison, Mickey Mouse, George Bernard Shaw, and more than two dozen other movie stars and celebrities of yesterday and today will be featured in "The Movies Learn to Talk," the premiere show in "The Twentieth Century's" 1959-60 series of documentaries on the CBS-TV network, scheduled for Sunday (6:30-7:00 P.M., EST).

The documentary series, sponsored by the Prudential Insurance Company of America, with Walter Cronkite as narrator, will start its third year on television.

Jack Warner to Appear

Jack L. Warner, president of Warner Brothers, will appear Sunday to relate how he produced the first "talkie," "The Jazz Singer." The program will include excerpts from a dozen films, among them "Don Juan," with John Barrymore; "Anna Christy," with Garbo; "In Old Arizona," with Warner Baxter as the Cisco Kid; "His Glorious Night," John Gilbert's first talkie; "The Big Sleep" and "Night and Day," and several other productions popular in the early days of the medium.

Who's Where

Robert F. White has been appointed director of production for Theatre Network Television, Inc., it was announced by Nathan L. Halpern, president. White was formerly with NBC-TV where he was broadcast operation supervisor.

□

Robert B. Hoag has been appointed assistant program director, administration, CBS Television Network, Hollywood, it was announced by **William Self**, director of programs, administration, Hollywood. For the past several years, Hoag has been manager of program sales, with headquarters in New York.

□

Producer-director **Don Hershey** has joined the staff of Bill Sturm Studios here. He comes from five years of active production at Screen Gems.

Producers, WGA

(*Continued from page* 1)

producers and the screen writers branch of Writers Guild of America, West, tonight reached a deadlock on the issues of royalty payments for the use of post-1948 theatrical films on television, also on the matter of pay-television."

At tonight's meeting, said Boren, the guild rejected the producers' proposals of June 25 and presently stands on its original contract proposals made last March.

"The producers," said Boren, "informed the guild that the contract, which twice had been extended from its termination date of May 15, 1959, would not be extended further, and that after Nov. 17 the terms and conditions of that contract would no longer apply."

CBS Affiliates Group Will Meet Next Week

The annual fall meeting of the board of directors of the CBS Television Network Affiliates Association will be held at Del Monte Lodge, Pebble Beach, Calif., next Sunday through Wednesday, it was announced by Richard Borel, WBNS-TV, Columbus, Ohio, secretary of the board. The association has invited 11 key executives of the CBS Television Network.

EAST COAST EDITORIAL PRODUCTION AND TECHNICAL SERVICES
CREATIVE EDITING AND COMPLETE SUPERVISION — RE-EDITING OF FEATURE FILMS AND TV SPOTS
FILM SERVICES FOR VIDEO TAPING
JOSEPH JOSEPHSON 45 West 45th St.
Circle 6-2146 New York 36



"YOU CAN BANK ON TRAILERS TO DO A SELLING JOB!"

Sol A. Schwartz
President
R. K. O. Theatres

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 81 NEW YORK, U.S.A., MONDAY, OCTOBER 26, 1959 TEN CENTS

EDITORIAL

New Independent

By Sherwin Kane

THERE is a new type of independent exhibitor today; one who, in many industry minds, has taken the ball away from the bigger organizations and is running strongly with it toward the goals of improved operations and increased business.

Those who were privileged to hear Ben Marcus, Wisconsin theatre operator, describe his program of area film promotion and theatre rehabilitation at the Compo annual meeting here last week, and others who are aware how much time, thought, energy and cash Marcus has expended simply to extend the demonstrated benefits of his plan to other exhibitors in other areas, will agree that Marcus typifies this new type of independent exhibitor.

•

Selecting a solid, exploitable picture, Marcus enlists area exhibitors and the picture's distributor in the financing of a hard-sell campaign mainly in newspapers and on radio, and has been able to demonstrate that the result is a big resurgence of the picture at the box offices after the first runs, as contrasted with comparable pictures not given the promotion which, he said, more often than not will "drop dead" after their first runs.

While the "hard sell" applied to a specific picture means certain box office success, according to Marcus, that in itself is not enough for times such as these. The theatres must be attractive and comfortable, too, or they will be unable to repeat their initial success.

•

"We are still in a glamor business," Marcus reminds, "and too many of our theatres are not glamorous enough. I urge exhibitors to rehabilitate their theatres even if they have to borrow the money from the bank to do it. And I don't mean just to paint your marquees and lobbies."

Marcus said his theatres have dispensed with "cashiers behind bars" and instead have a cordial hostess at a desk who greets the incoming patrons. Employes uniforms—"too institutionalized" — have been exchanged for neat dark suits and bow ties.

Marcus is by no means alone in his successful approach to bettering his business. His counterpart may be found in every section of the country today. He is recognizable by the thought and the work being devoted to his business, as distinguished from those who are too busy blaming their difficulties on the distributor to contribute anything effective to their own operations.

The Marcus type is exhibition's hope for the future.

Need for Film Classifying Plan Grows, But Should Be 'Advisory' Now: Flick

Special to THE DAILY

ALBANY, Oct. 25.—Any audience classification system devised for theatres should at the present time be for "advisory" purposes only, Dr. Hugh M. Flick, former director of the State Education Department's Motion Picture Division, said here in commenting on the controversial issue. Dr. Flick is now executive assistant to James E. Allen, Jr., state education commissioner.

Long an advocate of some kind of film classification, Flick feels that motion picture industry leaders are now beginning to recognize the

(*Continued on page* 2)

Levine Named Columbia Eastern Ad Manager

Jerry K. Levine has been appointed Eastern advertising manager for Columbia Pictures Corporation, it was announced at the weekend by Robert S. Ferguson, national director of advertising, publicity and exploitation.



Jerry Levine

Levine will come to Columbia from Paramount Pictures, where he served as advertising executive during the past four years.

Prior to his job at Paramount, Le-

(*Continued on page* 6)

Reade Will Divulge 'Aromarama' Details

Details of Walter Reade, Jr.'s introduction of "Aromarama," for which a claim of "first" of the filmscent systems is being made, will be detailed to the press at a luncheon conference at Trader Vic's here to-

(*Continued on page* 6)

List of 'New Faces' For TOA Meet Grows

From 15 to 24 new film personalities will be introduced to exhibitors attending the national convention of Theatre Owners of America in Chicago next month, it was announced at the weekend by George Kerasotes, TOA president.

He said that cooperation of the

(*Continued on page* 6)

Pinanski Heads TOA Nominating Committee

Samuel Pinanski of Boston, former president of the Theatre Owners of America, is chairman of the TOA nominating committee which will present a slate of officers for 1959-1960 at TOA's 12th annual convention at the Hotel Sherman, in Chi-

(*Continued on page* 6)

Solomon Now Embassy Advertising Director

Eddie Solomon, exploitation manager of 20th Century-Fox, has been appointed director of advertising for Embassy Pictures, it was announced at the weekend by Joseph Levine, Embassy president.



Eddie Solomon

Solomon will succeed Sid Blumenstock, who recently joined the Charles Schlaifer advertising agency as vice-president in charge of the agency's west coast operations.

The new Embassy advertising di-

(*Continued on page* 6)

TELEVISION TODAY—page 4

Till After Nov. 3

Tests of Penn. Censoring Law Are Delayed

Filings Must Await Board Members Confirmation

Special to THE DAILY

PHILADELPHIA, Oct. 25.—Planned court tests by exhibitors and distributors of Pennsylvania's new censorship law will be delayed for another 10 days or two weeks as the legislature adjourned temporarily without confirming Gov. David Lawrence's appointments to the new censor board.

Industry attorneys said at the weekend that legal proceedings to test the constitutionality of the law cannot be initiated until the board members have been confirmed. It is expected this will be shortly after the legislature reconvenes after Election Day, Nov. 3.

The new state budget also was reported still under debate when the legislature quit. Thus no appropriation for the new censors' salaries

(*Continued on page* 3)

Gala, Jacey Combine For U.K. Art Circuit

From THE DAILY Bureau

LONDON, Oct. 25. — Joint acquisition of two theatres—the Royal, Marble Arch; and the Roxy, Westbourne Grove—was announced at the weekend by Gala Film Distributors and Jacey Cinemas. A new company, to be known as Gala-Jacey Enterprises, has been formed and will develop a major Continental cinema circuit here, according to Kenneth Rive, managing director of Gala Films, and George Cohen, managing director of Jacey.

Plans call for remodeling of the Royal, which will then be named the Gala Royal. With this completed the group will control five premier West End theatres.

At the same time Rive announced the appointment of Frank Hazell as his personal assistant. Hazell has been general manager of National Film Theatre.

PERSONAL MENTION

HUGH OWEN, vice-president of Paramount Film Distributing Corp., and E. C. DEBERRY, his executive assistant, returned here at the weekend from Buffalo.

•

JOHN C. FLINN, Columbia Pictures studio director of advertising-publicity, will arrive in New York today from Hollywood.

•

HERBERT PICKMAN, Warner Brothers special events manager, has arrived in Chicago from New York.

•

JOSEPH WOHL, president of International Film Distributors, Inc., and CHARLES ROSENBLATT, vice-president, will leave here via B.O.A.C. tomorrow for London and the Continent.

•

OTTO PREMINGER is scheduled to arrive in New York today from the Coast.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from Knoxville, Tenn.

•

SAMUEL SCHNEIDER, industry executive, and MRS. SCHNEIDER returned to New York at the weekend from Europe and Israel.

•

PANDRO S. BERMAN, producer, has arrived in New York from the Coast.

•

MRS. LEONARD MISHKIND, wife of the president of General Theatres, Cleveland, is convalescing there following minor surgery at Mt. Sinai Hospital.

•

CHARLTON HESTON will arrive in New York today from Hollywood.

•

RUBE LEWIS, retired stage manager of Loew's Palace Theatre, Hartford, and former official of IATSE in that city, has returned to his Los Angeles home following a four-month visit to Connecticut.

•

JEANE DIXON, Washington realtor and co-producer with LOU BUNIN of the MAGICAT Theatre, cartoon series, has arrived in New York from the Capital.

•

M. B. HORWITZ, of the Washington Circuit, Cleveland, became a grandfather with the birth of a son, GLENN PHILLIP, to his daughter-in-law, MRS. LEWIS HORWITZ at Mt. Sinai Hospital there.

•

RICHARD RUSH, producer-director of the forthcoming "Too Soon to Love," has arrived in New York from Hollywood.

•

CHARLES L. CASANAVE, Jr., president of Fred Astaire Dance Studios, is in Chicago from New York.

•

CARROLL OGBURN, Warner Brothers branch manager in Atlanta; IKE KATZ, of Kay Films, and MARTHA CHANDLER, of United Artists, all have returned to the Georgia capital from Nashville.

•

PAUL DETUCCHIO, of Eastern Pictures Corp., Hartford, has returned there from New York.



Flick Backs Classification

(Continued from page 1)

"pressing need" for such a system. And if the major distributors support it, other companies will doubtless fall into line, he said.

"The crux of the matter," the state's former chief censor observed, "is how a system of classifications shall be put into effect. There is no point in ignoring the difficulties involved. In foreign countries where motion pictures are classified and some are tabu for youngsters, theatres are licensed. We have no such interplay of law in the United States."

Dr. Flick has suggested that numbers rather than letters be used for classification, his theory being that the former would be less subject to exploitation. "The man or woman who can develop a practical, workable plan of classification," he said, "may in some respects be compared with those who have succeeded in sending missiles to outer space."

Test Has Been in Progress

The Motion Picture Division for more than a year has been running an unofficial test on classifying films submitted to it for licensing. One classification is for adults; the other, for children subject to the compulsory education law.

The latter rating was set forth in an amended bill which the Joint Legislative Committee on Offensive and Obscene Material sponsored at the last session of the legislature. The Regents, who have never officially gone on record in favor of classification, were authorized by the measure to circularize lists of pictures suitable for children (subject to the compulsory education law . . . age up to 16) among teachers and others interested. The classifying would have been done by the Motion Picture Division.

No Pressure on Legislature

The legislation was not pressed for passage. There was reported industry objection to it at that time.

Incidentally, Dr. Flick is skeptical of some current "for adults only" film advertising. He called it "phony," believing the goal to be stimulating the interest of teen agers, rather than, *primarily*, attracting the patronage of grownups.

Clark TV Show Contest To Promote Fabian Film

A nationwide television contest on the ABC network "Dick Clark Show," the theme of which is "Why I Would Like To Have Dinner With Fabian" will be held in conjunction with the November opening of Fabian's first 20th Century-Fox picture, "The Hound-Dog Man." Winner of the contest, open to all viewers of the popular show, will be flown to Philadelphia, Nov. 10-11, to have dinner with the teenage singing idol and to be his guest at the premiere of the film.

The contest winner will be allowed two guests, and will have won the contest with a letter of 30 words or less. Clark is plugging the extensive country-wide contest, Fabian, and "The Hound Dog Man" five days a week across the full facilities of the ABC network.

Col. Albany Branch Sets 'Salute to Exhibitor'

Special to THE DAILY

ALBANY, N. Y., Oct. 25. — A "Salute to Mr. Exhibitor" is the unusual promotion scheduled by Herbert Schwartz, Columbia branch manager in Albany, for the period Nov. 26 through Dec. 28. The exhibitor playing largest number of that company's pictures, proportionate to his playing time, will receive a $75 Savings Bond, or the equivalent in merchandise.

Schwartz has sent a letter to each account, explaining the plan and stating he will visit the exhibitor, with salesman James Moore, during that month. The exhibitor-award is part of the "Salute to the President" drive.

31 'Porgy' Bookings Scheduled by Holidays

There will be 31 road-show engagements of "Porgy and Bess" by the holiday season, according to Samuel Goldwyn and Columbia Pictures. There are currently ten road-show cities including the operation at the Warner Theatre here where "Porgy and Bess" is now in its 18th week. It is being shown in Los Angeles, San Francisco, Chicago, Boston, Toronto, Cincinnati, Philadelphia, Detroit and Washington.

Forthcoming road-show engagements are scheduled for Baltimore (Oct. 28), Cleveland (Nov. 4), Buffalo (Nov. 11), Miami Beach (Dec. 18), Syracuse (Dec. 25), Rochester (Dec. 25), Indianapolis (Dec. 25), Louisville (Dec. 25), Salt Lake City (Dec. 25), San Diego (Dec. 25), Denver (Dec. 25), and Dallas (Dec. 30). Nine additional cities, under current negotiation, will be set for road-show openings within the same period. They are Milwaukee, Pittsburgh, Minneapolis, Columbus, St. Louis, Omaha, Seattle, Portland, and Kansas City.

Elect Briskin, Dozier To Screen Gems Board

Irving Briskin and William Dozier were elected to the board of directors of Screen Gems, Inc., TV subsidiary of Columbia Pictures, it was announced by the board after a meeting Friday.

Briskin, head of Screen Gems' studio operations since the company's founding ten years ago, was elected a vice-president of the parent company early this summer.

Dozier was recently named vice-president in charge of West Coast activities for Screen Gems. He will move into that post on Nov. 1, and will work closely with Briskin in supervising all of Screen Gems, production operations. Dozier was formerly vice-president in charge of programs in Hollywood for CBS-TV.

M-G-M Buys Stage Play

HOLLYWOOD, Oct. 25.—"Only in America," scheduled for a Broadway opening Nov. 19, adapted for the stage from Harry Golden's book, has been purchased by Metro-Goldwyn-Mayer, it was announced by Sol C. Siegel, studio head.

ARE YOU AN UNPUBLISHED AUTHOR?

If you have a book length manuscript you would like to have published, our editorial staff would be glad to consider it. Our program has launched many new writers. Submit your work for free evaluation and further information. We consider all types of material: poetry, fiction, juveniles, personal memoirs.

GREENWICH BOOK PUBLISHERS
Atten: Mr. Fenner 489 Fifth Ave., N.Y.C.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Censoring Law

(*Continued from page* 1)

nd the operating expenses of the oard has yet been made.

Cases to test the law will be filed as oon as possible by the Pennsylvania Amusement Ass'n., headed by William Goldman, theatre operator, and by Pennsylvania film distributors.

The exhibitor group will bring its ction in Common Pleas Court at Harrisburg, and in order to speed a decision, will join with the state's ttorney general in a request to the hief justice of the state Supreme Court to accept jurisdiction in the ase and hear it as soon as possible. This would eliminate the lower court earings which normally would bring he case to the supreme court on appeal.

A Taxpayer's Action

The text case is expected to be a axpayer's action which will be filed by Harold Kohn, Philadelphia attorney for the exhibitors, under a state aw which permits taxpayers to challenge the constitutionality of laws alling for appropriations of public unds. The new censor law provides or an appropriation of $75,000 to pay he salaries of three censor board nembers and the expenses of the oard's operations. The chief censor s to receive a salary of $5,500 a ear, the two members $5,000 each.

Gov. Lawrence last week appointed Peter T. Dana, well known former ales executive, chairman of the censor board, and Mrs. Mae M. Bergin, well known in film trade circles here, o be a member of the board together with Ira C. Sassaman, of Hummelstown, Pa., who is director of Christian education for the Central Pennsylvania Synod of the United Lutheran Church.

Dana Started in 1923

Dana entered the industry in 1923 s a booker and buyer for Schine Theatres, Gloversville, N. Y., and operated his own theatre in Glens Falls, N. Y., in the 1930s. In distribution, he was a branch manager in Albany nd Buffalo before becoming district manager in the Mid-West for Universal in 1938. He came to Pittsburgh for Universal in 1940 as district manager nd in 1950 was named Eastern sales manager. In the streamlining of the Universal field and home office sales orce a year ago, Dana's and Foster Blake's sales districts were eliminated. Dana has had only temporary associations within the industry since. He reportedly became friendly with Gov. Lawrence during the latter's long enure as mayor of Pittsburgh, and he friendship continued after Lawrence was elected governor.

Mrs. Mae Murray Bergin was first ssociated with the industry as a secretary to the branch manager in the old Paramount Famous-Lasky Corp. n the 1920s and as secretary at the M-G-M Philadelphia exchange office ater. Her husband was a film salesman for several companies here until ecently.

The new state censorship law replacing one declared unconstitutional, has caused the industry as much concern nationally as locally, largely because it attempts to circumvent the U.S. Supreme Court's invalidations of prior censorship laws by providing for classifying or banning a picture after it has opened to the public, rather than before. Industry sources are apprehensive that if it is not challenged successfully it may be copied by many other censorship-minded states and municipalities throughout the country.

People in The News

Joseph Alterman, administrative secretary of Theatre Owners of America, has successfully completed a three-year course at the Institute Department of Organization Management, conducted by the Chamber of Commerce of the United States. The purpose of the Institute is to train and up-grade association executives. Graduation exercises were held at Yale University.

□

Mrs. Fannie Voss, who has been 43 years with Paramount, will be guest of honor at a testimonial to be tendered her by the company on Thursday at the Hotel Metropole, Cincinnati. **John Moore,** division manager, will attend from Philadelphia, as will a number of other Paramount executives and associates.

□

Frank Collins, general manager of Chakeres Theatres, who on Friday will open the circuit's Eastland Bowling Lanes, Lexington, Ky., has extended invitations to all industry members to attend the event. The operation includes 32 lanes, a bar and restaurant and parking area for 500 automobiles.

□

Walter J. Kaufman, formerly a Warner Brothers home office attorney and executive assistant to **Mac Greenberg,** vice-president of Warner Brothers International, has joined Punch Films here as manager of business affairs.

□

William C. Rush, who during the past five years was manager of the Cinerama Capitol Theatre, Cincinnati, is leaving that post to take the managerial reins at the Cinerama Orpheum Theatre, San Francisco. **Donald L. Wirtz,** for the past four years assistant to **Rush** in Cincinnati, will succeed him as manager of the Capitol theatre.

□

Herbert L. Golden, United Artists vice-president in charge of operations and president of United Artists Television, Inc., will be the guest speaker tonight in the course, The Individual in Show Business, given at the New School for Social Research in New York.

□

James A. Tobin, Western Connecticut district manager for Stanley Warner Theatres, has assumed personal supervision of the first-run Merritt Theatre, Bridgeport, following resignation of house manager George Rorabach. Meanwhile **Tobin** will continue to supervise the Warner, Bridgeport; Capitol, Ansonia; Warner, Torrington; Cameo, Bristol, and the Palace and Embassy, Danbury.

□

Barrett Kiesling, for 30 years a member of the MGM studio publicity staff and most recently promotion coordinator at Disneyland, has returned to MGM to aid in the Los Angeles exploitation and promotion of "Ben-Hur."

□

Ronald Meesher has been named assistant manager of the Paramount Theatre, Portland, Ore., replacing **Dick Newton. Meesher** will serve under his father, **Mose M. Meesher,** manager of the house.

□

Louis Kaye has turned back the Park Theatre, Wilmington, Del., to

□

Ralph Margolin after failure to negotiate a lease acceptable to both parties.

□

Walter Collins, a salesman for Warner Brothers in Detroit, and a member of the company staff for 36 years, has retired, and has been replaced by **Chet Blakley,** who was state salesman. The latter post has not yet been filled.

□

Archie Laurie, United Artists Canadian field representative, will be guest speaker at the annual meeting of the Alberta Exhibitors Association, which will be held in Calgary Nov. 9. He will also conduct press conferences there at that time.

Rosenfield on Show

Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures, was one of four authorities to discuss the general field of publicity and press relations on the Mitch Miller radio show on the WCBS radio network last night from 7-8 P.M. Others in the discussion were Bill Doll, vice-president in charge of public relations for Embassy Films; Win Nathanson of Win Nathanson Associates; and Sid Garfield, director of press information for CBS radio.

Sears, 'Porgy' Tie-In

More than 50 Sears stores in ten states have been joined in a promotion for Samuel Goldwyn's "Porgy and Bess," it was disclosed following negotiations with Columbia Pictures. In the Sears chain, it was announced, special ticket-selling activities will be included as part of the stores and customer convenience service, which recently also inaugurated money-order sales.

TENT TALK

Variety Club News

NEW ORLEANS—Variety International chief barker George Eby and also executive director and press guy George Hoover were the guest speakers here at the membership meeting of Tent No. 45. William Holliday, who was chairman of the affair, named a nominating committee consisting of Page M. Baker, Roy Nicaud, Clare Woods, Nick Berglund and Floyd Harvey.

△

MIAMI — Eddie Melniker was named chief barker of Tent No. 33 at a meeting held at the club. Frank Crown is first assistant to Melniker; Hal Kopplin, second assistant; Abe Gueritz dough guy, and Marvin Guberman property master.

△

ALBANY, N.Y.—The new chief barker of the local Variety Club is Jack M. Olshansky, one-time owner of the Colonial Theatre. He succeeds Samuel E. Rosenblatt, who had served two terms. Elias Schlenger, Fabian Theatres division manager, was renamed first assistant, while G. Brandon Donahue, vice-president of the First Trust Co., was chosen second assistant. Marvin Gottlieb, commercial manager of WOKO, was returned as dough guy, while Dario Tozzi, a Schenectady contractor, won the post of property master.

△

DETROIT—At its annual membership meeting, Tent No. 5 reelected William Clark, Clark Theatre Service; Richard Graff, Universal's branch manager; Arthur Herzog, Jr., publicist, and Fred Sweet, managing director of Telenews Theatre.

UA to Rush Newsreels Of 'Solomon' Premiere

Newsreels of the "Solomon and Sheba" world charity premiere at the Astoria Theatre in London tomorrow night will be rushed to theatres and television stations around the globe by jet airliner to be shown in 26 countries.

The gala opening of Edward Small's production will be attended by members of royalty, the diplomatic corps and showbusiness personalities. The newsreel footage will be shown in theatres all over the world.

'Operation' To Be Shown

Universal-International will hold an invitational screening for press representatives and exhibitors of "Operation Petticoat," the Granart Production starring Cary Grant and Tony Curtis, at the RKO 58th Street Theatre here tomorrow morning. Dina Merrill, co-starred in the picture, who is aiding in the advance promotion, will be among the 2,000 guests who have been invited to attend.

Television Today

Who's Where

James Barnett has been appointed to the post of story editor for Warner Bros. TV division, it was announced by television executive producer William T. Orr. Carl Stuckey has been named as assistant story editor with both appointments effective immediately. Both Barnett and Stuckey had been assistants to former story editor Jack Emanuel, who recently checked off the Warner Bros. lot upon completion of his four-year pact.

□

Arthur Greenfield, for the past nine years exchange manager for Universal Pictures, in Seattle, has been promoted to the top position in Screen Gems West Coast distribution, with headquarters in San Francisco.

□

Otis Freeman, chief engineer for WPIX-11, has been elected vice-president in charge of engineering for the station, it was announced by F. M. Flynn, publisher of the *New York Daily News* and president of WPIX, Inc.

□

Het Manheim has joined Ashley-Steiner, Inc., in Hollywood to head up its newly created program development department. Manheim will work closely with agency clients who are currently involved in the creation and preparation of television series for the upcoming season. Manheim will also take on the assignment of feature motion picture packaging with Ashley-Steiner clients.

Rockefeller to Attend Radio-Newsreel-TV Fete

Governor Nelson Rockefeller will attend an off-the-record meeting and coffee klatch of the Radio-Newsreel-Television Working Press Association this Wednesday at NBC.

The Governor's appearance follows the Association's tradition of inviting all New York State governors and mayors of the City of New York to meet with member newsmen in a relaxed atmosphere away from the pressures of on-the-scene news coverage. Ex-governor Averell Harriman and mayor Robert Wagner have attended similar gatherings in the past.

W. Golden Services

Funeral services were held here yesterday for William Golden, 48, creative director of sales promotion and advertising of the CBS TV Network, who died early Friday at his home in Stony Point, New York, of a heart attack. He is survived by his wife and one son.

Goodson and Todman Plan 8 New Series

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 25. — Mark Goodson and Bill Todman have their sights set on eight new film series, and intend to equalize their future programing by putting half of their shows on film, Harris Katleman, West Coast executive and creative head of G-T's film department, said in an interview at his office.

Goodson and Todman will arrive here this week for two weeks of conferences with Katleman on program plans for the 1960-61 season. The company now has 21 half hours of national network programs weekly. In addition, two of its filmed series, "The Web" and "Jefferson Drum," are currently in syndication.

Two of the eight new filmed series planned were disclosed by Katleman to be "The Roundup," a Western anthology with stories supplied, under an exclusive arrangement, by members of the Western Writers of America Association; and a new situation comedy, "Her Honor The Mayor," created by John Michael Hayes.

Reports on Expansion Plans

Katleman, who brought "Philip Marlowe" and "The Rebel" into the company's folio, (the latter achieving a top Trendex on its third stanza), reported on G-T's expansion plans, necessitating a move to corral its affiliated production units into centralized headquarters in Beverly Hill's new Union Bank Building in December.

In line with its expansion plans, company policy will maintain a constant development of executive personnel, as indicated by the recent appointment of Robert O'Neil, formerly with Universal - International and a production executive with CBS-TV for the past five years, to supervise the "below-the-line" operation of all its filmed shows, Katleman pointed out.

Nelson in Three-Way Deal for Arnaz Show

From THE DAILY Bureau

HOLLYWOOD, Oct. 25. — Ralph Nelson has signed a deal with Desi Arnaz which calls for Nelson to write, produce and direct "The Man in the Funny Suit" for Westinghouse Desilu Playhouse and which also will involve the acting services of Ed Wynn, Keenan Wynn, producer-writer Rod Serling, producer Martin Manulis and Nelson, himself.

The production, which marks Nelson's first television film assignment, is based upon the producer-director-writer's original story. The plot will deal with the actual behind-the-scenes relationships primarily of Ed and Keenan Wynn of Playhouse 90's "Requiem for a Heavyweight," which Nelson directed.

Nelson has promised Desilu a first draft of the teleplay by Nov. 30 and will begin shooting as soon after Jan. 1 as all principals are available. Nelson is currently directing two films of one hour and half-hour length for use in the 1960 March of Dimes campaign.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AIP—THE BUCKET OF BLOOD: Barbara Morris, Dick Miller
AIP—THE LEECHES: Ken Clark, Yvette Vickers
BV—THE BIG FISHERMAN, c, 70mm: Howard Keel, Susan Kohner
COL—THE TINGLER: Vincent Price, Judith Evelyn
COL—THEY CAME TO CORDURA: c, cs: Gary Cooper, Rita Hayworth
COL—THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
MGM—GIRLS' TOWN: Mamie Van Doren, Paul Anka
MGM—LIBEL: Dirk Bogarde, Olivia De Haviland
PAR—BUT NOT FOR ME, vv: Clark Gable, Carroll Baker
PAR—THE JAYHAWKERS, c, vv: Jeff Chandler, Nicole Maurey
20-FOX—THE BEST OF EVERYTHING, c, cs: Hope Lange, Joan Crawford
20-FOX—FIVE GATES TO HELL, cs: Dolores Michaels, Patricia Owens
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, cs: Henry Fonda, Leslie Caron
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—TIMBUCTU: Victor Mature, Yvonne DeCarlo
UA—COUNTERPLOT: Forrest Tucker, Allison Hayes
UNI—PILLOW TALK, c, cs: Rock Hudson, Doris Day
WB—THE FBI STORY, c: James Stewart, Vera Miles

► NOVEMBER

AA—HOUSE OF INTRIGUE, c, cs: Curt Jurgens, Dawn Addams
AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—YESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
COL—THE LAST ANGRY MAN: Paul Muni, Betsy Palmer
COL—THE WARRIOR AND THE SLAVE GIRL, c, cs: Gianna Maria Canale, George Marchal
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
MGM—WRECK OF THE MARY DEARE, c, cs: Gary Cooper, Charlton Heston
PAR—CAREER: Dean Martin, Shirley MacLaine
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—BELOVED INFIDEL, c, cs: Deborah Kerr, Gregory Peck
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
UNI—THE 4-D MAN: Lee Meriwether, Robert Lansing
UNI—SAPPHIRE, c: Nigel Patrick, Yvonne Mitchell
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

► DECEMBER

AA—THE PURPLE GANG: Barry Sullivan
AA—RAYMIE AND THE BARRACUDA: David Ladd, John Agar
COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
PAR—LI'L ABNER, c, vv: Peter Palmer, Julie Newmar
20-FOX—CONDEMNED PATROL, rs: John Lupton, Ziva Rodann
20-FOX—THE STORY ON PAGE ONE, cs: Anthony Franciosa, Rita Hayworth
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—HAPPY ANNIVERSARY: David Niven, Mitzi Gaynor
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UA—ON THE BEACH: Ava Gardner, Gregory Peck
UA—THE PUSHER: Kathy Carlisle, Felice Orlandi
UNI—OPERATION PETTICOAT, c: Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

Storer 9-Month Profit Reported $3,580,268

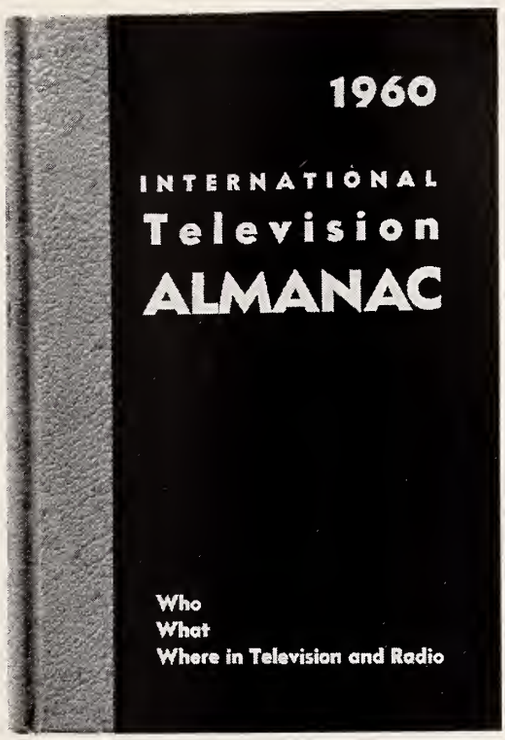
Special to THE DAILY

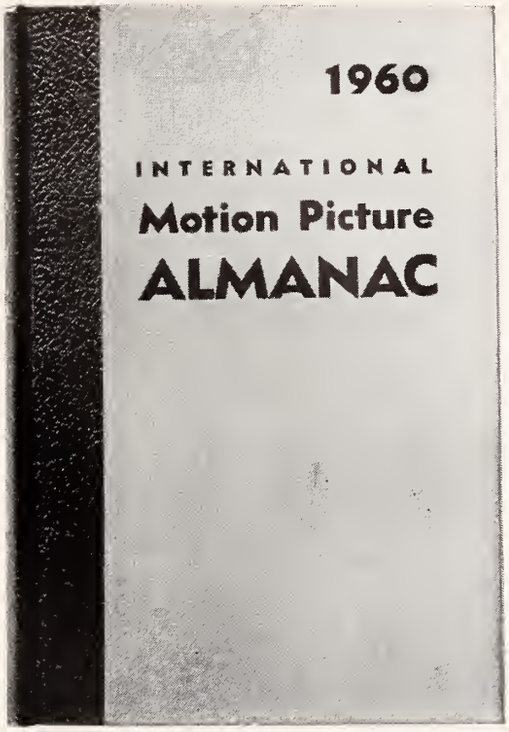
MIAMI, Oct. 25.—Storer Broa casting Company said its net pro for the nine month period endi Sept. 30 was $3,580,268 ($1.45 share), nearly 14 times what it earne in the same period last year.

The company said its 1958 earnin reflected a loss stemming from disco tinuance of a Philadelphia televisio station.

At your fingertips—

THE WHOLE BUSINESS WORLD OF THE SCREEN!





Order your copy today—use handy coupon below...

Price per volume $5

Both volumes $8.50

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1960 Edition of:

- ☐ MOTION PICTURE ALMANAC ($5)
- ☐ TELEVISION ALMANAC ($5)
- ☐ BOTH ALMANACS ($8.50)
- ☐ Payment herewith

Date_____

NAME_____

ADDRESS_____

_____

'New Faces'

(*Continued from page* 1)

film companies in agreeing to send their new acting talent to the convention would assure it of having the largest such group of any single exhibitor forum to date.

TOA firmly believes, he added, "that it shares with the film companies a definite responsibility for the development of these new personalities. Their appearance at our convention will enable us to fulfill these commitments in a major way."

Names of five young players from Paramount selected by Barney Balaban, company president, were announced by Kerasotes. They will join five new stars of other companies and the list is expected to swell.

Several from Paramount

Coming from Paramount will be Leslie Parrish and Stella Stevens, both of whom have starring roles in "Li'l Abner"; Joan Blackman, soon to be seen in "Korea" and "Visit to a Small Planet"; Barbara Lawrence, who will be in "Visit to a Small Planet"; and Dolores Hart, under contract to Hal Wallis and currently starring on Broadway in "Pleasure of His Company."

Lizabeth Scott, another Paramount personality, will also attend the convention, Kerasotes said.

Already announced as coming to the convention are Sandra Dee, from Universal; Angie Dickinson and Troy Donahue from Warners; and Tom Noonan and Pete Marshall from 20th Century-Fox.

Adler, Anita Louise to Visit

Kerasotes said that Buddy Adler, executive in charge of production for 20th Century-Fox, who will be the principal speaker at the president's banquet which concludes the convention on Thursday on Thursday evening, Nov. 12, will be accompanied to Chicago by his wife, Anita Louise, who is an actress of star billing, and that he will also bring along additional new faces from Fox's studio.

Joseph Vogel of Loew's has also promised some of his company's new faces, and Columbia has promised to send three of its new stars. An additional Hollywood luminary will be the actor or actress who will be awarded the Star of the Year citation by TOA at the concluding banquet.

Vidor to Make Talks

King Vidor, director of Edward Small's "Solomon and Sheba" will discuss the filming of the United Artists release at schools and colleges across the country during his promotional tour for the spectacle.

Century 70/35mm Sales

Frank E. Cahill, Jr., sales manager of Century Projector Corporation, reports sales of the Century 70/35mm projection system to the Astor Theatre, New York, and the Fox in Philadelphia.

REVIEW:

The Warrior and the Slave Girl

Columbia—Alexandra

CHIEF AMONG the assets of this film are the vivid colors, picturesque settings, and period costumes which fill the Supercinescope screen. The story takes place in Armenia during the time of the Roman Empire, and the action is replete with gladiator contests, dungeons, clashes between rival factions, and the loves of two Armenian girls for the two conquering Roman soldiers. Right wins out over heavy odds.

The most effective role in this Italian-made film is played by Georges Marchal. He projects the tight-lipped determination of a primitive leader, enslaved for gladiatorial duty seeking freedom from oppression. As the cunning, power-hungry princess, Italy's Gianna Maria Canale gives a controlled performance, eyes properly glinting and greedy when required. Ettore Manni portrays the Roman tribune who comes full of honorable intentions into this seething province.

Basically the tale told is that of Miss Canale's ambitions and the consequent betrayal of the Armenians. Manni tries to mete out justice as he sees it, but runs up against the established interests of Miss Canale who has, over the years, worked out a profitable compromise with the lax Roman governor.

When the freed rebels kill the governor, the entire fabric falls apart. Miss Canale tries to poison the boy-king to get her hands on the sceptre; she also calls out the mercenaries. Meanwhile, Marchal heads a group of former gladiators and dissatisfied Armenians in the hills. At the outcome, the boy-king is saved by the medical skills of the slave girl; Marchal dies for his cause; and Manni assumes command of the province and the slave girl.

Director Vittorio Cottafavi utilizes the panoramic possibilities of the wide-screen, and depicts rather well the scrubby Armenian terrain in which few civilized refinements exist. The screenplay is the work of a quartet consisting of Ennio De Concini, Francesco De Feo, Gian Paolo Callegari, and Francesco Thellung. "Warrior" has been dubbed into English.

Running time, 89 minutes. General classification. Release date, November.

JERROLD A. WEITZMAN

'Happy' to Bow Here For Benefit of WAIF

Fields Production's "Happy Anniversary," a United Artists release starring David Niven and Mitzi Gaynor, will have its charity world premiere at the Victoria Theatre here on Tuesday evening, Nov. 10, with all the proceeds going to the New York Chapter of WAIF, the adoption division of International Social Service.

Helen Hayes is chairman of the New York Chapter. Among the honorary sponsors for the charity premiere are Mrs. Dwight D. Eisenhower, Vice President Richard M. Nixon, Senator Jacob K. Javits, Senator Kenneth B. Keating, Governor and Mrs. Nelson A. Rockefeller and Mayor and Mrs. Robert F. Wagner.

Following the opening there will be a supper dance at the Hotel Plaza for social and civic dignitaries, entertainment personalities and members of the sponsoring organization.

Univ. Press Luncheon

Henry H. Martin, Universal general sales manager, and Charles Simonelli, Eastern advertising-publicity director, will meet trade press editors at lunch tomorrow at the Laurent restaurant to discuss box office performance of "Pillow Talk," as well as new Universal projects under way.

Reade to Divulge

(*Continued from page* 1)

day. The system has been applied by Reade to a Chinese-made picture which he acquired in Italy last summer. Details of the system and its imminent world premiere will be disclosed at the luncheon.

Indications are the Reade scent-film will be playing publicly well in advance of the earlier planned and exploited Michael Todd, Jr. "Scent of Mystery," which is in its final production phase now and is scheduled for release around Christmas.

Todd's sound department for the production was moved from Rome to Hollywood last week. The Smell-o-Vision production will have an eight-channel sound track. The smell signal-track will be impregnated at the same time the sound is added. A five-week schedule has been set for the sound and smell-mixing for the picture, which was shot in Spain.

Tour for 'Pillow Talk'

Doris Day, co-star of Universal's "Pillow Talk," will aid in a series of New England openings during a 10-day New England motor trip starting in Boston today. Miss Day is accompanied by her husband, Martin Melcher, who produced the film with Ross Hunter.

Pinanski Head

(*Continued from page* 1)

cago, Nov. 8 to 12, it was announce at the weekend by George G. Kera sotes, TOA president.

Other members of the nominatin committee are: Robert R. Livingsto Nebraska TOA secretary; S. F Fabian, New York, TOA treasure and past-presidents Mitchell Wolfso of Miami; Myron N. Blank of De Moines; Walter Reade, Jr., of Oal hurst, N. J.; and Arthur H. Loc wood of Boston.

The nominating committee wi meet Saturday, Nov. 7, at the She man, and present its slate to th combined meeting of the board directors and executive committee th next day at an all-day session.

Solomon Named

(*Continued from page* 1)

rector has been associated with 20t Century-Fox for the past 20 year serving in various advertising, pul licity and exploitation capacities, u til assuming his present position 1956.

Prior to his affiliation with 20t Solomon was associated with th Balaban and Katz organization, whe he worked in the advertising d partment, under the direction of th late William K. Hollander.

Levine to Columbia

(*Continued from page* 1)

vine had served as assistant accou executive on the Loew's Theatres a count for Donahue and Coe. Befo that he was an advertising consulta to the motion picture industry.

Lee Back in Hollywoo

HOLLYWOOD, Oct. 25. — Ro land V. Lee has returned here fo lowing a seven-city tour on beha of his production "The Big Fishe man." He timed his trip to coinci with other key participants of N tional Bible Week, visiting wi President Eisenhower at the Whi House last Monday. Lee is honora chairman of the Week for Moti Pictures.

Lederer a WB Produce

HOLLYWOOD, Oct. 25. — Ja L. Warner on Friday announced th Richard Lederer has been named Warner Brothers producer, assumi new duties immediately. Lederer f past nine years had been associat with Gil Golden, national advertisi manager for W.B., the past two yea at the Burbank studio.

Hackel Rites Held

HOLLYWOOD, Oct. 25. — Funer services for A. W. Hackel, 76, pione film producer who died Wednesd of heart attack, were held here F day. He had been in semi-retireme the past few years.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 82 NEW YORK, U.S.A., TUESDAY, OCTOBER 27, 1959 TEN CENTS

Probers to Meet

Hollywood Not On Agenda of Senate Groups

Anti-Obscenity Hearings Start on Coast Nov. 12

From THE DAILY Bureau

WASHINGTON, Oct. 26.—Hollywood film production will not be on the agenda when the Senate judiciary subcommittees hold hearings on anti-obscenity and anti-pornography legislation on the Coast next month.

An official of the Senate groups said that some time around Nov. 12 the two subcommittees—one on juvenile delinquency and the other on constitutional amendments — would take testimony for several days on

(*Continued on page 2*)

Additions, Promotions For Schine Announced

Special to THE DAILY

Gloversville, N. Y., Oct. 26. — Expansion of the staff at the Granada Theatre in Buffalo, and several promotions of personel in other areas were announced for the Schine Circuit today by Seymour L. Morris, director of advertising and publicity. The Granada will close Nov. 1 for 10 days for new refurbishing prior to the opening of "Porgy and Bess" in Todd-AO on Nov. 11.

The theatre staff has been expanded with a full time publicity director being engaged, as well as a group sales director. Leo Zabelin,

(*Continued on page 4*)

Variety International Officers Slate Meeting

Special to THE DAILY

PITTSBURGH, Pa., Oct. 26.—Variety Clubs' International officers will hold a two-day mid-winter meeting at the Penn-Sheraton Hotel here Nov. 5 and 6. International chief barker George W. Eby will preside.

The business sessions, calling for a

(*Continued on page 2*)

TELEVISION TODAY—page 5

New British Deal By Cohen and Levy

From THE DAILY Bureau

LONDON, Oct. 24 (By Air Mail). —Nat Cohen and Stuart Levy announce that they have signed a contract with Julian Wintle and Leslie Parkyn of Independent Artists under which major first feature British productions will be made at Beaconsfield studios over the next five years for release by Anglo Amalgamated.

This news, following hard on the heels of last week's announcement of a five-year deal with Peter Rogers, makes Anglo Amalgamated the largest independent distributor in the U.K.

A new stage is being erected at

(*Continued on page 4*)

Gruskin to Head Para. West Coast TV Forces

The appointment of George Gruskin to head film programs and West Coast operations of Paramount's television film activities was announced yesterday by Barney Balaban, president of Paramount Pictures.

Gruskin's activities will be part of

(*Continued on page 5*)

Warner-Pathe Distrib. Registered as Company

From THE DAILY Bureau

LONDON, Oct. 24 (By Air Mail). Implementing the recently reported distributor merger between Warner Bros. and Associated British, formation of Warner-Pathe Distributors,

(*Continued on page 4*)

Louis Marshall Medal To Robert Benjamin

Robert S. Benjamin, United Artists chairman of the board, will be honored by the Jewish Theological Seminary of America on Nov. 1. Benjamin will receive the Louis Marshall Medal at the Seminary's National Patrons Society dinner in the Waldorf-Astoria. Dore Schary, playwright and producer, will be principal speaker at the function.



Robert Benjamin

The award is in recognition of Benjamin's dedication in supporting the cause of Judaism and "in fighting intolerance and oppression in the broad areas that encompass all races and religions."

Protestants Warned on 'Anti-Biblical' Films

Special to THE DAILY

CHICAGO, Oct. 26. — Protestants can exert an influence on Hollywood by withholding their support from "anti-biblical biblical extravaganzas," *The Christian Century*, a Protestant weekly, suggests editorially in its current issue.

"Protestant churches have in recent years become the unwitting and gullible promoters of some of Holly-

(*Continued on page 4*)

REVIEW:

The Miracle

Warner Bros.

KARL VOLLMOELLER'S PLAY, "The Miracle," widely known throughout the world in various stagings since it was first mounted in a historical production by Max Reinhardt in 1911, has been brought to the screen by Warner Bros. in a new version that does full justice to the spectacle elements while at the same time keeping the personal drama to the fore.

This is a difficult trick to pull off in a film; usually the spectacle swamps details of the story and characterization. But Henry Blanke, the producer; Irving Rapper, the director; and Frank Butler, the script

(*Continued on page 4*)

First with Scent

Walter Reade's AromaRama Opens Dec. 2

'Chinese Wall' Starts 18th Year of Mayfair Lease

By JAMES D. IVERS

"AromaRama—you must breathe it to believe it" will be introduced to the public, backed by advertising which will stress the "new dimension" rather than the gimmick angle, Dec. 2 at the Mayfair theatre on Broadway by Walter Reade, Jr. and his Continental Distributing Company. The scent system, developed by Charles Weiss and now controlled by Reade, will have its world premiere in conjunction with "behind the Great Wall," Italian prize winning picture of a journey through China.

The picture and the scents—will mark the start of an 18-year lease of the Mayfair by the Reade circuit completing a circle of 29 years. The late Walter Reade bought the theatre and the 10-story building which

(*Continued on page 3*)

Lavish Bow Tonight for 'Solomon and Sheba'

From THE DAILY Bureau

LONDON, Oct. 26. — Edward Small's "Solomon and Sheba," for United Artists release, will have its world premiere at the Astoria Theatre here tomorrow night backed by an extensive promotion campaign. Members of royalty, the diplomatic corps, civic and social dignitaries and show business headliners will attend the gala benefit premiere, which will be

(*Continued on page 4*)

ITO of Ohio Meeting Gets Underway Today

Special to THE DAILY

COLUMBUS, O., Oct. 26. — The appearance of two Hollywood stars and an addition to the speakers list were last-minute changes in the program of the annual convention of the Independent Theatre Owners of Ohio which gets underway here tomorrow

(*Continued on page 5*)

PERSONAL MENTION

MATTHEW RAYMOND, managing director of the M-G-M studios in the United Kingdom, and MRS. RAYMOND will arrive in New York from London today aboard the "Queen Mary."

•

MORRIS LEFKO, general sales manager for Michael Todd, Jr., left here yesterday for London, Paris and Rome.

•

EDWARD FELDMAN, 20th Century-Fox publicity executive, will return to New York today from Florida.

•

ROLAND CULVER, British actor, has arrived in New York from London via B.O.A.C.

•

GARSON KANIN has arrived in New York from Hollywood.

•

MILTON OVERTON, general manager of McLendon Radio Pictures, Dallas, has returned there from Atlanta.

•

MARK SANDRICH, Jr., director, will be married during the first week of December to film star VANESSA BROWN.

Leon in Russell Post As Amco Studio Head

From THE DAILY Bureau

HOLLYWOOD, Oct. 26.—Donald E. Leon, associate counsel for American International Pictures, will assume Frances Russell's duties as Amco Studio managar following her resignation, due to illness.

Bernard Barron, who resigned recently from Pathe Laboratories, where he served for the past five years as assistant to Sam Burkett, has joined AIP as assistant to Leon on stage and office space rental at the Amco studios.

Todd-AO, which operated out of Amco, has relinquished its stage space following its purchase of Westrex.

David Golding Leaving Carlyle Productions

From THE DAILY Bureau

HOLLYWOOD, Oct. 26.—After a successful conclusion of both a domestic and an international campaign for Otto Preminger's "Anatomy of a Murder," David Golding has asked for and received his release from his contract as executive assistant and publicity and advertising director of Carlyle Productions.

Now back in Hollywood, Golding plans to make his headquarters here and will announce new plans shortly.

Variety Int'l

(*Continued from page* 1)

review of all tent activities and charities, along with plans for Variety's upcoming Toronto convention, will be capped with a dinner at the Roselia Foundling and Maternity Hospital on the evening of the fifth, and with local barkers honoring the Big Top officers with an International Night the following evening in Variety's club quarters at the Penn-Sheraton. Bishop John J. Wright of Pittsburgh will be guest of honor at the Roselia Hospital where Variety has built the Philip Murray Memorial wing.

International officers expected to attend the Pittsburgh meetings are: R. J. O'Donnell, ringmaster; main guys Marc J. Wolf and Jack Beresin; George C. Hoover, executive director; John H. Rowley, chairman, executive board; Edward Emanuel, first assistant chief barker; Rotus Harvey, second assistant; Ezra R. Stern, dough guy; Nathan D. Golden, heart chairman; James G. Balmer, ceremonial officer and Sergeant-at-Arms; Edward Shafton, fixer; J. Ramond Bell, press representative; International representatives William Koster, Ralph Pries, Morton Gerber, Joseph Podoloff, R. L. Bostick, Eugene Murphy, and Tracy B. Hare, chairman, charities committee.

Belafonte Co-Chairman Of Youngstein Tribute

Harry Belafonte will serve as co-chairman for the special tribute to "Health for Peace," which will honor Max E. Youngstein, vice-president of United Artists, at the Hotel Biltmore, Dec. 14, it was announced by Louis Nizer, general chairman of the tribute committee. Sponsored by the Children's Research Institute and Hospital in Denver, the gala event will be climaxed by a special dramatic program featuring notable scientists, entertainers, and key public figures who will give support to the coordinated research attack against disease.

Youngstein, a founder of the Asthma Research Institute, has provided vital leadership in the campaign. Funds from the dinner will go to the Children's Asthma Research Institute and the special Youngstein Research Memorial at the Institute in Denver which honored the memory of his parents, Molly and Elias Youngstein.

Schrader Rites Today

CHARLOTTE, Oct. 26.—Funeral services will be held here tomorrow for Jay Schrader, 65, former manager of the Charlotte branch of United Artists and more recently connected with the operation of the Visulite Theatre here, who died yesterday. Schrader had been in declining health for some time. He is survived by his wife and a son, Robert, who will continue to operate the theatre.

See New Pre-Trial Meet In Tenn. Trust Suits

Special to THE DAILY

KNOXVILLE, Tenn., Oct. 26. —A second pre-trial conference may be required before the two one-million dollar motion picture anti-trust suits filed here in U.S. District Court can be placed on the docket, it was learned today.

A pre-trial conference was conducted in mid-August. Legal action was initiated against the majors and several film distributing companies by New Amusement, Inc. of Knoxville and Taylor Bros. Theatres of Kingsport, Tenn. and Gate City, Va.

Separate Trials Slated

Each lawsuit asks a million dollars in damages under the Sherman and Clayton anti-trust acts. The cases will be tried separately. Tentative procedures for the introduction of evidence and general exhibits and pleas were approved by U.S. District Judge Robert L. Taylor at the August conference.

Court aides report that the information requested for presentation to the court was highly technical and involved many ramifications. Bookings and grosses of numerous pictures were requested. More time for preparation may be required.

The burden of proof on each side of the lawsuit was outlined by Judge Taylor after the August pre-trial conference. Some difficulty is being encountered and a second "pre-trial meeting" may be called for sometime in November or December.

See Trial in April or May

After a second conference it appears unlikely that a docket assignment will be given the case before January or February. This would place the case for trial sometime in April or May, according to a court spokesman.

No definite date has been set for the second conference with the court. Meanwhile both sides are busy collecting data.

Butler Services Today

WASHINGTON, Oct. 26.—Requiem Mass will be said here tomorrow morning for James J. Butler, Washington correspondent for the *Film Daily*, who died Friday at the age of 58. Butler, who was head of the James J. Butler News Bureau, also represented *Editor and Publisher* and *The Magazine of Wall Street*. His death was apparently due to a heart attack.

Refurbish Miami House

MIAMI, Oct. 26.—Brandt's Lincoln Theatre, Miami Beach, will undergo a complete refurbishing prior to the Southern premiere of "Ben-Hur" on Dec. 23.

Senate Group

(*Continued from page* 1)

the West Coast, including half a da in Southern California. However, emphasized, the committees have present intention of going into com mercial motion picture productio The hearings are being held Southern California, according to th official, because a great deal printed and photographed porn graphic matter is distributed fro there.

The subcommittees are considerin a bill to stiffen criminal penalties f mailing or transporting obscene ma ter and two constitutional amend ments that propose strengthening th rights of the states to enact ant obscenity legislation.

Expect Answer Soon o Rifkin Conciliation

Special to THE DAILY

BOSTON, Oct. 26. — Julian Ri kin, vice-president of Rifkin The tres, said today he expects an answ within a few days from United Ar ists in New York in his conciliatio case regarding the distributor's polic of pursuing per capita deals on proc uct at Rifkin's Shipyard Drive-I Providence, R. I.

Rifkin met in New York last wee with Milton Cohen, U.A. Easter sales manager, after previous confe ences with local branch manage Harry Segal proved fruitless. Al present at the home office conferen was Gerard Phillips, representin U.A. "They are taking the matt under advisement," Rifkin said t day. "It was a friendly and fa meeting. They listened attentively my side of the story, as I did their side. We both admitted havin a problem. They are now checkin certain facts and figures to properl evaluate them before handing dow their decision. I will expect an an swer in a few days."

'Cordura' Is Hit Here

"They Came to Cordura," a Wi liam Goetz Production for Columbi release, grossed a big $28,048 f the first four days of its New Yor premiere at the Criterion Theatre described as one of the bigge grosses in the history of the house.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"A SUMMER PLACE"
Starring
RICHARD EGAN · DOROTHY McGUIRE · SANDRA DEE · ARTHUR KENNEDY · TROY DONAHUE
Written, produced and directed by DELMER DAVES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "FALL FROLIC"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

ie Renascence of a oadway First Run

The Mayfair theatre at the corner Times Square and 47th St., now ken over by the Walter Reade cir- it on a long term lease, has had a eckered history. The late Walter eade, Sr., bought it and the 10- ory building it occupies in 1930 hen it was the Columbia Burlesque eatre. He renovated the theatre d leased it to RKO which used it a Broadway first-run house until 33.

Reade operated it until 1936 when leased it to Loew's, maintaining s offices in the building. Loew's ought the building and the theatre 1944 but leased the theatre to arry Brandt. In 1944 Loew's sold e property to real estate operator ck Resnick who undertook opera- on of the theatre himself when randt's lease expired two years ago. esnick still owns the building.

Beach' World Ad Drive egins in 30 Newspapers

United Artists' international news- aper advertising campaign for Stan- y Kramer's "On the Beach" will be- n tomorrow with full-page ads her- ding the film's six-continent simul- neous global premiere in 30 leading ews publications in 18 major markets the world. The announcement ad ill penetrate a readership of about 0,000,000 movie-goers around the obe, U.A. said.

Under a headline reading "The iggest Motion Picture Event of Our ime," the insertion announces the 8 premiere cities and features pho- graphs of the stars—Gregory Peck, va Gardner, Fred Astaire, Anthony erkins and newcomer Donna Ander- on, as well as text and credits for ramer's production. The copy also ates that the same ad is appearing a major newspapers in capital cities roughout the world.

Man' Grosses Big

"The Last Angry Man," a Fred ohlmar Production for Columbia elease, grossed nearly $30,000 in he first three days of its dual world premiere engagement at the Forum nd Trans-Lux 52nd St. Theatres ere. The film broke the all-time ouse record at the Forum with a hree-day gross of $15,581. The hree-day total at the Trans-Lux 2nd St. was a near-record $13,037, which was topped only once before n the history of the theatre.

AromaRama Opens Dec. 2

(*Continued from page* 1)

houses it at the corner of 47th Street and Seventh Avenue in 1930 and sold it to Loew's in 1944.

Announcing the lease of the theatre and the launching of AromaRama at an elaborate luncheon for the trade and the press yesterday at, appropriately enough, Trader Vic's, Reade said that his company would spend $300,000 renovating the theatre "from marquee to projection booth." Noting the extensive remodeling of two other Broadway houses, the circuit head said, "The future of the first run downtown theatre is brighter than ever. We are delighted again to be represented on Broadway."

Three Principal Components

As explained by Reade, Weiss and the technicians of three other companies associated with the development of the system, AromaRama has three major components: a triggering and timing device, developed by Camera Equipment Co. and Industrial Timer Corp.; specially developed scents manufactured by Rhodia, Inc., American affiliate of Rhone-Poulenc; and an electronic purifier called Statronic which precipitates dust and odors from the air. The scents are released on cue, triggered by a magnetic track on the print, blown through the theatre's air conditioning or blower system and then cleared completely, within a minute or two, it is claimed, by the Statronic filters.

Royalty Basis Planned

According to Reade the system can be installed now in a theatre for about $7,500 and it is hoped to bring that figure down to less than $3,500. It can be left permanently installed and the Statronic feature used to clear dust and normal odors. At present, he said, it is planned to charge a royalty fee of five cents per seat per week.

In addition to "Behind the Great Wall" which represents the first "marriage" of a picture with accompanying scents, Reade said that Continental was currently planning another production designed specifically for AromaRama and is in active negotiation with a major company on another picture using the system.

Scents Come in Containers

The scents come in batteries of containers, pre—set to operate for 21 performances. The installation can be completed in less than two weeks, and arrangements have been made with Altec to service the equipment after the original installation.

"Behind the Great Wall," chosen for the marriage, according to Reade, "because of its brilliance as a picture, its novelty value and its exotic quality," was shot in color and widescreen, with four track stereophonic sound by Count Leonardo Bonzi who headed a ten-month expedition through byways of ancient China which have been closed to western travelers for over a decade. It won Grand Prizes at the Brussels Fair for "best film" and "best photography." Chet Huntley will narrate the film.

Calls Smell a "Luxury Sense'

Calling the sense of smell "a luxury sense which gives the richest possible participation in each experience," Reade said, "AromaRama can mean as much to the motion picture industry as either sound or color."

Reporters and executives of circuit advertising departments, left Trader Vic's impressed and laden with Chinese incense and the fragrance of sandalwood.

Miss Cabot, Ellerin To Be Lodge Guests

Film and TV star Susan Cabot, and Milton Ellerin, former special agent for the FBI, now director of the fact-finding Committee of the Anti-Defamation League, will be the guests of honor at the first fall luncheon of Cinema Lodge B'nai B'rith, Thursday in the East Ballroom of the Hotel Astor, it was announced by Alfred W. Schwalberg, president.

Will Reveal Cadillac Winner

The luncheon, which will be attended by representatives of every branch of the amusement industry, will mark the conclusion of Cinema's annua lfund-raising drive which comprises the sale of $25 contribution share certificates on behalf of the various B'nai B'rith agencies. The selection of the winners of a 1959 Cadillac and a 21-inch RCA color television set will highlight the festivities.

Mrs. Livingston Dies

Mrs. Helen Livingston, mother-in-law of Richard Brandt, president of Trans-Lux Distributing Corp., died here yesterday. Funeral services will be held at 1 P.M. today at Campbell Funeral Church, 81st Street and Madi-son Avenue.

PEOPLE

William Shepard, manager of the State Theatre, Stanley Warner operation in Manchester, Conn., has been named acting manager of the circuit's Capitol Theatre, Springfield, Mass., replacing **Jean DuBarry,** who has left for Florida to undergo surgery. Other S-W managerial shifts announced by **Harry Feinstein,** zone manager, include: **Edwin Stuart** of the Palace, Norwich, Conn., to the State, Manchester, with **Robert Howell** of the Port, Newburyport, Mass., moving to Norwich. The Newburyport replacement is still to be selected.

□

George LeWitt, president of the Lakeside Realty Corp., owners and operators of the Berlin Drive-in Theatre, Berlin, Conn., has been invited to address the Ladies Guild of St. Paul's Church, Berlin. In his talk he will answer charges that some recent drive-in attractions shown in the area are unsuitable for family entertainment.

□

Don Whitehead, author of "The FBI Story," on which the current Warner Brothers feature film is based, is building a new home in the Knoxville area and will write a column three times weekly for the Knoxville *News - Sentinel,* a Scripps - Howard paper.

Claims N. Y. First Run Record Gross for 'Hot'

"Some Like It Hot" has grossed $1,962,000 in its New York first-run and subsequent run engagements, William J. Heineman, UA vice-president, disclosed yesterday. He termed it a record for a non-roadshow film in the Greater New York area.

Heineman reported the film had a combined gross of $1,282,422 in 142 sub-run situations after compiling a record gross of $679,578 for its 16-week engagement at the 1800-seat new Loew's State on Broadway.

I.A. Pioneer Dies

COLUMBUS, Oct. 26. — Charles Dillon, 75, veteran electrician and stage mechanic of Loew's Ohio Theatre here, and holder of a 50-year membership card in the IATSE, died in University Hospital following a long illness. He is survived by his wife, Nellie, two daughters, one grandchild, two sisters and a brother.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Photographic materials of extraordinary quality for over half a century
Sales Offices and Warehouses at
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Complete Line of Professional Cine Films

Schine Circuit

(*Continued from page* 1)

who has handled the road show engagements, has joined the Schine organization publicity department, and will be in charge of the publicity and promotion campaign under the supervision of Seymour L. Morris.

Mrs. Helen McNabb, formerly with the advertising and promotion department of Lever Bros., has joined the Schine Circuit as group sales director, and is headquartered in Buffalo.

Levitch Promoted

Louis Levitch, who has been manager of the Granada Theatre for many years, has been moved up to managing director, and a house manager will be appointed to assist him.

Harry Unterfort, who has been Central New York zone manager for Schine's, has also been given charge of Buffalo. He will now concentrate on Syracuse, Rochester and Buffalo theatres. Each of these cities has a Todd-AO equipped theatre which operates on a reserved seat basis.

Norwich, Oneonta, Hamilton and Cortland, which were previously in his territory, have been transferred to Lou Hart's zone. Harry Goldsmith, who was group manager in charge of the Palace Theatre, Lockport, N.Y., and the neighborhood houses in Buffalo, also had his territory enlarged, and has now been given supervision of the Corning and Bath, N. Y., theatres.

Geary Zone Head

Another change made because of the Schine expansion program is the promotion of Ben Geary, who was group manager in Ohio, to zone manager in Ohio. Lee Willis, previous Ohio zone manager, has been moved to Glens Falls, N. Y., where he will be zone manager of Eastern and Northern New York.

Willis succeeds Jack Mitchell who was transferred to the Schine Hotels where he will be affiliated in sales and special promotions.

Warner-Pathe

(*Continued from page* 1)

Ltd., as a private company has been registered with a capital of £10,000 made up of 5,000 £1 "A" ordinary shares an 5,000 £1 "B" ordinaries.

Objects are stated as: To carry on the business of makers, producers, recorders, reproducers, distributors, renters, exhibitors, broadcasters and transmitters of and dealers in cinematograph, television, wireless and stage plays, films, etc." The holders of "A" and "B" shares may each appoint one-half of the directors.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

For The Quickest And Best Holiday Promotion Trailers



Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5

630 NINTH AVE.- NEW YORK 36

The Miracle

CONTINUED FROM PAGE 1

writer, have very carefully balanced the two elements—the broad sweep of external events and the interior conflicts of the heroine and those involved in her life. The leading role is essayed by Carroll Baker, a talented actress whose rise to stardom has been rapid, and whose name is now a draw at the box office.

Also in the cast are newcomer Roger Moore, a good-looking English actor who plays his romantic role here with a flair; Vittorio Gassman, the famed Italian star; and veteran character actors Walter Slezak, Katina Paxinou, Dennis King, and Isobel Elsom.

The film makes one major change, bringing the story up a century in time, to 1812 when the forces of Napoleon invaded Spain. But the setting is still the valley of Miraflores and the details of the simple religious legend are the same. The miracle occurs when the heroine, a young postulant in a convent, deserts her calling to follow an English soldier whom she had nursed in the convent hospital after he was wounded in a battle against the French. At the same time the girl leaves, the statue of the Virgin disappears from its pedestal in the chapel. The Virgin takes on the form of the postulant, and thus no one at the convent is aware that the heroine has gone away.

Unable to find the man she loves, and told later that he has been killed in a new encounter with the French, the heroine is launched on a series of unusual adventures. She first joins a band of gypsies, where two brothers vie for her hand, provoking a violent quarrel that ends in the deaths of both men. From here a gypsy musician takes her to Madrid, where she becomes a cafe singer pursued by the wealthy men, including the foremost bullfighter of the day and an aristocrat who aids her career. Again the heroine is unable to choose between the two men, but the problem is solved when the bullfighter dies in the ring and she decides she does not love the older man sufficiently.

HER TRAVELS take her next to Brussels where she unexpectedly encounters the English soldier who had not died in battle after all. He offers her marriage at last, but she declines, deciding she will rededicate herself to the service of God.

Returning to Miraflores she finds drought and disaster everywhere, with the villagers blaming their misfortunes on the disappearance of the statue of the Virgin. With the girl back in the convent, however, the Virgin reassumes her position on the pedestal, the rains begin to fall and the drought is ended.

The story moves steadily under the direction of Rapper; the performers are colorful and effective; and the action elements are vigorously presented. The latter include several battle scenes, the sacking of a village, a raid by the French on the gypsy camp in the mountains, and the bullring sequences.

Photography is excellent in Technirama and Technicolor.

Running time, 121 minutes. General classification. Release, in December.

RICHARD GERTNER

Protestants

(*Continued from page* 1)

wood's worst movies," the editorial asserts. "They have been sending families and Sunday school classes and youth groups to the least artistic and least edifying examples of film fare. We are speaking of the free publicity given in church periodicals and Sunday bulletins to the anti-biblical biblical extravaganzas.

'Challenge' Urged

"We cannot remedy everything about Hollywood (and there is much about it that is good and does not need remedying), but Protestants can at least begin to challenge the promotion of lurid distortions of the Bible. Protestants need not subsidize these vulgar efforts to use the Bible against itself."

The editorial names "The Prodigal," "David and Bathsheba," "Samson and Delilah," "The Ten Commandments," "The Big Fisherman," "Solomon and Sheba" and "Ben-Hur." It states that "the national stir" provoked by the recent criticism of alleged over-emphasis on sex and violence in current films by George Heimrich of the National Council of Churches, Hollywood, "should give us courage to look for things that Protestants can do to set new moral and artistic standards in the mass media. We have a specific suggestion for a specific first step," the editorial declares.

Objection to 'Being Used'

"Protestants need not waste their time in indiscriminate condemnation of the movies," it continues. "The beginning of a program on which Protestants can act, is that they can first of all stop letting themselves be used."

'Sheba' Boy

(*Continued from poge* 1)

covered by press, radio and televisi representatives of 15 foreign countri Proceeds go to England's Chest a Heart Association, of which Que Elizabeth is a patron.

Gina Lollobrigida, starred in t UA release with Yul Brynner, w join co-stars George Sanders and M risa Pavan and other members of t cast at the opening.

The premiere will be carried local radio and television statio throughout Great Britain. Newsre footage of the event will be rushed theatres around the globe as part UA's promotion to focus internatior attention on the film. The radio, tel vision and newsreel coverage w penetrate an audience of 10,000,0 in the Greater London area alone.

New British Deal

(*Continued from poge* 1)

Beaconsfield to help provide the i creased production facilities requir under the new contract.

First production under the set-u will be "Circus of Horrors," whi goes before the cameras on Oct. 2

Under the new contract three maj British features a year will be made Beaconsfield for Anglo release.

Bell & Howell Reports Best 9 Months to Date

Special to THE DAILY

CHICAGO, Oct. 26. — Bell Howell Company had the best thi quarter and nine months in its hi tory, Charles H. Percy, president, r ported today. Both sales and ear ings, he said, exceeded any previou corresponding periods. Sales for th third quarter were 25 per cent ahea of the 1958 third quarter and n earnings were up 27 per cent. Fo the nine months' period, sales wer approximately 5 per cent higher tha the previous year and net earning increased approximately 39 per cen

Percy attributed the gain to in creased demand for the company 8mm electric eye movie cameras an automatic projectors, as well as t the company's fall merchandisin program.

Third Quarter Sales Rise

Sales for the third quarter wer $17,153,232 compared with $13, 700,474 for the same period in 195

Net earnings increased from $868, 535, equivalent to 61 cents per com mon share, to $1,102,087, or 75 cent per share, in the current third quar ter. Earnings before taxes wer $2,300,776, 30 per cent more tha pre-tax earnings in the third quarte of 1958.

For the nine months' period sale of $39,467,044 compared with $37, 428,687 for the same period last year

Net earnings of $2,084,170, o $1.39 per common share, were u from $1,503,309, or $1.02 per share for the first nine months of 1958 Pre-tax earnings rose from $3,093,79 to $4,246,770 this year.

EATURE REVIEWS

Giant Leeches

rican-International

HARTFORD, Oct. 26

ger Corman and his brother, , are responsible for this horror a, being released on a double- with Roger Corman's "A Bucket lood." Unlike the latter, however, Giant Leeches" adheres to strict- are-'em-school, and can be sold obviously receptive horror mar-

ger Corman is listed as execu- producer, and his brother, Gene, roducer. Bernard L. Kowalski di- d from a screenplay by Leo Gor- the principal action revolving nd unknown murderers who are ging the Florida Everglades nps for human blood.

aw enforcement and science au- ities are unable to detect the cause ese murders until two heroic skin rs invade a remote, underwater rn and find a nest of maniacal hes. Ken Clark, playing the hero, eeds to dynamite the leeches' ing place, and there's joy anew he Everglades.

ck Bohrer served as production ager.

ning time, 62 minutes, General icnce classification. Release, in Oc- er. A. M. W.

Bucket of Blood

erican-International

HARTFORD, Oct. 26

oger Corman was producer and ctor of this intentionally comieal ror entry. Dick Miller, who's ved in past AIP releases, is toplined he Charles B. Griffith-written yarn a would-be sculptor laboring as a boy in a coffee house that caters he "beatniks" of the area. Miller's ning desire is to somehow gain atnik" recognition as a great artist. capable of artistic achievement on own, he teams with such talented ple as Julian Burton, hoping to k in their reflected glory.

Along about here, Miller falls in e with a magazine photo of model rboura Morris. Hearing screams of at trapped within apartment walls, ller slashes the wall, rescues the cat, ly to find his knife stabbing the ani- l to death. He covers the cat with y, takes it to the coffee house, finds habitants thoroughly pleased with s "sculpting" attempt.

Miller continues to "sculpt," the ac- lades lingering fondly. During an hibition, one of the works begins to elt, revealing traces of human flesh. ller returns dejectedly to his apart- nt, takes his own life.

Corman has guided his principals th essentially a tongue-in-cheek ap- oach. Exploitation activity should ress the comical touches.

Jack Bohrer functioned as produc- n head, and Paul Horn contributed saxophone solo. This is a James H. Nicholson-Samuel Z. Arkoff production.

Running time, 65 minutes. General classification. Release, in October. A. M. W.

Power Among Men

deRochemont

HARTFORD, Oct. 26

Delving entertainingly and provocatively into the topical aspects of the United Nations-in-action, this U.N. Film Services production, supervised by Thorod Dickinson, contains commentary by Great Britain's Laurence Harvey, best-known of late for his co-starring stint in "Room at the Top."

Immediate post-World War II era is the time at the start, the camera dramatically taking the viewer to a small Italian village and showing the resumption of normal living by the inhabitants, aided and abetted by UNRRA materials. And, for contrast, the same village is seen in 1957. From this point, story-line goes to Haiti, a UN experts' cooperation with land and crop improvement objectives severely criticized by a local merchant, to whom, it seems, the bulk of the populace is beholden. The UN mission is eventually considered a rousing success.

Progress is discernible, too, in British Columbia, Canada, with the stress on a huge hydroelectric plant, among highlights. The atomic age isn't overlooked; a beekeeper's accusation, in Norway, that radioactivity is killing the toilers in his hives, is found to be groundless.

There is no mere flag-waving as the UN program is explained and detailed. What is seen on the screen is told realistically, dramatically, forcefully, driving home the premise that people, after all, are people.

Running time, 89 minutes. General audience classification. Release, in October.

A. M. W.

ITO of Ohio Meeting

(*Continued from page* 1)

morning at the Deshler-Hilton Hotel.

The board of directors will hold a dinner and board meeting at the hotel at 7 o'clock tonight. Registration begins tomorrow at 9:30 A.M.

The Hollywood stars are Tommy Nonan and Pete Marshall, who appear in the 20th Century-Fox release, "The Last Rookie." They will be presented at the annual banquet on Wednesday night. Producer Robert Lippert will accompany Noonan and Marshall here.

Richard Kline, of the Ohio indoor theatre and Lorain Drive-In at Lorain, Ohio, has been added to the speakers' list for the publicity section at 1:30 P.M. Wednesday. His subject will be "Concession Gimmicks That Work."

More than 250 exhibitors are expected to register for the convention.

Television Today

'Population Explosion' CBS Reports Subject

"The Population Explosion," described as "a close and sobering look at the grave consequences of the abnormally high current rate of growth of the world's population, which may double in the next 30 years," will be presented as the second program in the "CBS Reports" series on the CBS Television Network Wednesday, Nov. 11 (10:00-11:00 P.M., EST), it was announced by Fred W. Friendly, executive producer of the series.

India is the locale for most of the hour-long program, reported by CBS News correspondent Howard K. Smith. Prime Minister Jawaharlal Nehru will be inviewed on the program on the degree of success his government is achieving in its attempt to combat the swiftly climbing population figures. The program will take viewers to New Delhi and Old Delhi, to Bombay, and to Najafgarh, the center of a complex of agricultural villages 30 miles north of New Delhi.

Jack Benny Is Honored For Service to Music

CBS Television Network comedian Jack Benny was named yesterday as winner of the American Composers Alliance Laurel Leaf Award for 1959, for his distinguished service to music in America. The award cited Benny's concert appearances with leading American symphony orchestras to offset deficits and to build musicians' pension funds.

Benny, now in his fourth year of benefit concert appearances, has raised more than $1,500,000 for musicians and music organizations; he leaves next Sunday for concerts in St. Louis, Detroit and Rochester, N.Y. Ben Weber, president of the American Composers Alliance, will present the Laurel Leaf Award to Benny at the annual president's ball of the National Press Club, in Washington, D.C., Nov. 21.

Casola Gets NBC Post

Appointment of Joseph J. Casola as manager of sales development for NBC Spot Sales was announced by Wilbur M. Fromm, manager of the new business and promotion department. Casola joined NBC in 1955 as senior promotion and presentation writer for the NBC Radio Network. He was previously manager of sales development and advertising promotion for the Du Mont Television Network, and before that was associated with the Bureau of Advertising of the American Newspaper Publishers Association and with the B. Altman department store chain.

Name Gruskin

(*Continued from page* 1)

a new unit known as Paramount Pictures Television Division, which will be based in New York under the direction of Robert J. Rubin, who will also act as liaison between East and West Coasts. The Paramount TV Division will be operated separately from the expanded tape operation announced last week by James A. Schulke.

"We hope to provide a creative haven for top-flight talent in the writing, producing, directing and acting fields to the end of constantly encouraging the development of fresh and imaginative programming concepts," Gruskin said. "Also, we intend to work closely with advertising agencies and networks in the development of our programming."

Headed TV at Morris

Gruskin for many years was co-head of the radio and television department of the William Morris Agency, where he created and packaged some of television's top programs and served a major function in program and talent sales.

New Guests Signed for 'Big Party' Nov. 5

Ruth Gilbert, Dorothy Loudon, Cesare Siepi and Jule Styne have been signed to appear with hostess Irene Dunne on the CBS Television Network's "Big Party by Revlon" Thursday, Nov. 5 (9:30-11:00 P.M., EST). As previously announced, Miss Dunne's other guests for the 90-minute special include Pearl Bailey, Jack Carter, Les Charlivels and Gypsy Rose Lee.

Singing comedienne Ruth Gilbert and vocalist Dorothy Loudon will present comedy and musical specialties. Metropolitan Opera star Cesare Siepi will add his voice to the festivities, and composer Jule Styne will entertain with some of his most popular compositions.

Abe Burrows acts as executive producer for this third "Big Party by Revlon," which is created and written by Goodman Ace.

Wometco Buys Interest In Fla.-Ga. TV Firm

Special to THE DAILY

MIAMI, Oct. 26.—Wometco Enterprises, Inc., has announced that it has purchased from George H. Hodges his interest in Florida-Georgia Television Company, operator of television station WFGA-TV, Channel 12, in Jacksonville, Fla. Wometco Enterprises, Inc., is now the largest stockholder in Florida-Georgia Television Company, owning 46½ per cent of the outstanding capital stock.

TWA now offers pure-jet service to more U.S. cities than any other airline



NEW YORK · LOS ANGELES · CHICAGO
WASHINGTON-BALTIMORE · ST. LOUIS
SAN FRANCISCO · PHILADELPHIA
MIAMI · KANSAS CITY · PITTSBURGH

TWA FASTEST JETLINER IN THE U.S.
BOEING 707

For reservations, call your travel agent or nearest TWA office today

TWA
TRANS WORLD AIRLINES

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 83 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 28, 1959 TEN CENTS

Martin Says:

Release Plan Makes Strong Film Stronger

'Pillow' Outpacing 'Life'; Sees 'Petticoat' Strong, Too

(Picture on Page 4)

With Universal's "Pillow Talk" held over in its first 84 engagements to date, Henry H. Martin, general sales manager, yesterday credited a part of its strong performance to its release at this season when the market is not glutted with top quality attractions.

However, Martin denied that he

(*Continued on page 4*)

Film Conference Set At Mundelein College

Special to THE DAILY

CHICAGO, Oct. 27. — A two-day national conference on motion picture education, sponsored by the Adult Education Centers of the Archdiocese of Chicago, will take place at Mundelein College here on Nov. 27 and 28. The conference has been endorsed by the National Legion of Decency.

Up for consideration at the confer-

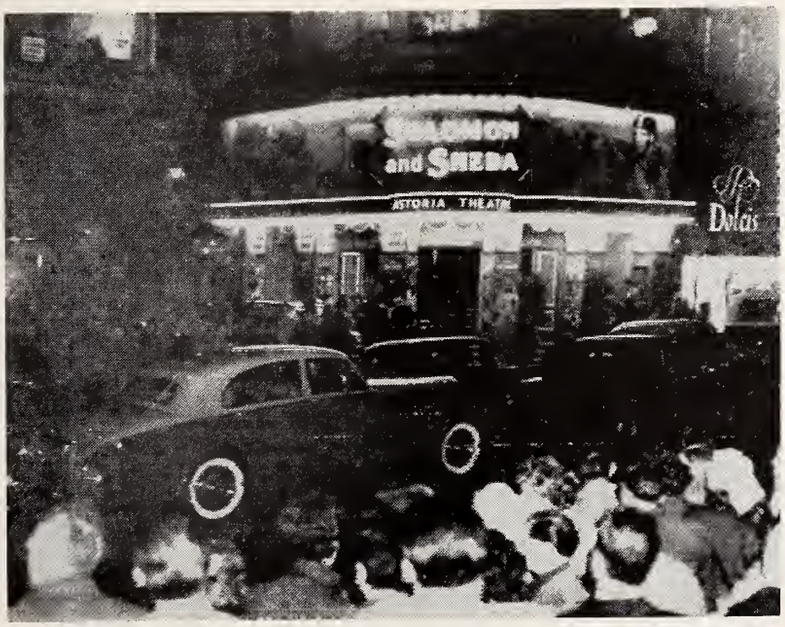
(*Continued on page 4*)

Martin Lauds 'Herald's' Merchandising Conferences

Henry H. Martin, Universal general sales manager, gave some of the credit for the box office success of "Perfect Furlough," "This Earth Is Mine" and "Pillow Talk" to the fact that they were Universal's entries in the first three "Motion Picture Herald," Merchandising Conferences. The films and campaign for each were presented to exhibitors at a Herald Conference in the order named.

"Our pictures were definitely helped," Martin said. "The fact that they were presented at the conferences made them easier to sell and improved the results obtained. Tell us how many Herald Conferences you will have next year and I can tell you how many box office successes Universal will have."

London Hails 'Solomon and Sheba'



UPI-Radio Photo

LONDON, OCT. 27, BY RADIO PHOTO—Thousands of Londoners packed Charing Cross Road tonight to cheer Edward Small's $6,000,000 Biblical production, 'Solomon and Sheba,' in Super Technirama-70, at its benefit world premiere at the Astoria Theatre here. Gina Lollobrigida, starred with Yul Brynner in the United Artists release, sparked the premiere event, which received coverage by international press, radio and television. Members of royalty, the diplomatic corps, social and civic dignitaries as well as show business personalities attended the gala opening.

Advt.

Home-Building Tie-Up To Promote 'Strangers'

A $6,500,000 advertising and promotion tie-up with 21 leading home-building manufacturers and associations has been completed to promote Richard Quine's production, "Strangers When We Meet," it was announced yesterday by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures.

The program, geared to the release campaign for "Strangers" was executed in Hollywood by Marty

(*Continued on page 4*)

Brown Appointed NTA East Coast Director

Max P. Brown has been named dircetor of administration for the East Coast operations of National Telefilm Associates, Inc. He will be responsible for general office management, accounting, purchasing, personnel and transportation. He will

(*Continued on page 7*)

5 Columbia Films Open To Excellent Grosses

Columbia's new releases are off to a "blockbuster" start at the boxoffice with five films opening to outstanding grosses in the last ten days, according to Rube Jackter, Columbia Pictures vice-president and general sales manager.

William Goetz' "They Came to Cordura" opened to a mighty big $31,852 for its first five days at the Criterion

(*Continued on page 6*)

Better Promotion Vital To Films, ITOO Told

Special to THE DAILY

COLUMBUS, Oct. 27. — Theatre operators who want increased business must have better promotion, said Dr. Robert Miner, chairman of Business Organization Department of Ohio State University College of Commerce, at the opening session of the convention of Independent Theatre Owners of Ohio.

Use of credit cards, stamp plans,

(*Continued on page 6*)

'Orderly Release'

Hyman Finds Releases for Year End O.K.

Big Improvement Over '58; Plans Drive for Spring

With the current September through the year-end drive to back up quality pictures in orderly release with special exhibitor promotion efforts already assured of success, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, announced plans for a similar campaign for the April-May-June period next year to encourage the release of additional quality product in that normally "orphan" period.

Hyman, who has been spearheading the campaign for orderly distribution of quality product throughout the year, asserted that there is "substantial improvement" in the scheduled release of quality product in the September through December period this year over the corresponding 1958 period.

Last spring he had urged exhibitors who have endorsed the orderly distri-

(*Continued on page 7*)

Jersey Allied Waiting On Conciliation Reports

The monthly meeting of New Jersey Allied Theatre Owners, scheduled for yesterday, was set back to Nov. 10 to allow additional time for pending conciliation cases initiated by members to be resolved.

The organization had urged members to make use of the revived industry conciliation process and now is awaiting the outcome of most of

(*Continued on page 2*)

Antarctica to Have Its First Film Premiere

The continent of Antaretica will have its first Hollywood-style world premiere when Stanley Kramer's "On The Beach," is shown by the Department of the Navy to personnel

(*Continued on page 6*)

TELEVISION TODAY—page 7

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, will leave New York today for Italy.

•

HERBERT PICKMAN, Warner Brothers publicity executive, has returned to New York from Chicago.

•

MAURICE SEGAL, United Artists West Coast coordinator of publicity and exploitation, has arrived in New York from Hollywood.

•

SEYMOUR L. MORRIS, Schine Theatres director of publicity-exploitation, was in Albany, N. Y., this week from Gloversville.

•

GENE TUNICK, Eastern division manager for United Artists, is recovering from pneumonia in a Philadelphia hospital.

•

MRS. JAMES LARKIN, wife of the B.O.A.C. representative to the amusement industries, has given birth to a girl at New York Hospital.

•

PETER FINCH will leave New York for Europe today aboard the "Ryndam."

•

GEORGE CUKOR, director, has arrived in New York from the Coast.

'Sheba' Music Drive

United Artists is launching an international music campaign for Edward Small's "Solomon and Sheba." The drive features two United Artists' records—an album of the original soundtrack from the film, and a 45 rpm recording called "Love Alone," which is the theme of the film.

S.W. Dividend 30¢

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock payable Nov. 25 to stockholders of record Nov. 10.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

Theatre Business Is Here to Stay: Hellman

Special to THE DAILY

ALBANY, N. Y., Oct. 27.—"There will always be a motion picture business even though locations, types of theatres and presentations undergo changes," Neil Hellman said here at ceremonies to dedicate a new $500,000 theatre in memory of his father, Harry Hellman, pioneer Albany exhibitor. The new theatre is located on property adjacent to Neil Hellman's Thruway Motel on upper Washington Avenue.

Rabbi Alvin L. Roth, of Temple Beth Emeth, offered a prayer of consecration at the cornerstone laying ceremonies, in the presence of Mrs. Nettie Hellman (the widow), Mayor Erastus Corning, State Senator Julian B. Erway and other officials, as well as industry people and representatives of the press, radio and TV.

A photograph of the late Mr. Hellman, who opened the Fairyland here in 1908, and a Hebrew scroll were among the objects placed in the cornerstone.

Jersey Allied

(*Continued from page* 1)

the cases that have been brought. The results are expected to determine the New Jersey Allied attitude toward conciliation when its delegates go to the annual convention of national Allied in December at Miami.

An organization official said yesterday that New Jersey exhibitors' experience with conciliation, on the basis of those cases which have been disposed of to date, has not been very favorable.

New Jersey Allied's proposal last month that an interim meeting of the national Allied board be held in advance of the December meeting was rejected by Allied units polled on it recently.

Quinlan Services Today

CHEATEUGAY, N. Y., Oct. 27.—Funeral services will be held at the Catholic Church here tomorrow for Lafe Quinlan, veteran exhibitor, who died Sunday following a long illness. Quinlan operated the Gay Theatre, as had his father before him.

'Solomon and Sheba' Wows London



UPI-Radio Photo

LONDON, Oct. 27, BY RADIO PHOTO—Gina Lollobrigida (right), greets the Duchess of Portland at the Astoria Theatre at the gala world premiere of Edward Small's $6,000,000 production of "Solomon and Sheba," for UA.

From THE DAILY Bureau

LONDON, Oct. 27.—More than $15,000 was raised for Great Britain's Chest and Heart Fund at the world benefit premiere of Edward Small's "Solomon and Sheba" at the Astoria Theatre here tonight.

The proceedings were covered by press, radio and television representatives of 15 countries. Newsreel footage of the premiere ceremonies were rushed by jet airliner to cities around the globe for showing in more than 10,000 theatres. The opening climaxed an extensive six-month promotion campaign penetrating all media, department stores, major outlets, service companies and transportation facilities in one of the biggest selling campaigns in the city's history.

The gala opening of the United Artists release, starring Yul Brynner and Gina Lollobrigida, drew a glittering array of members of royalty, the diplomatic corps, civic and social dignitaries as well as show business celebrities.

Crowds of more than 25,000 gathered in front of the Astoria Theatre. On hand were Miss Lollobrigida, co-stars George Sanders and Marisa Pavan and other cast members.

SAG Move Against WB Alleges Pact Violations

From THE DAILY Bureau

HOLLYWOOD, Oct. 27. — In response to complaints from actors charging collective bargaining contract violations at the Warner Brothers studio, the Screen Actors Guild board of directors has instructed the union's executives to take immediate action to remedy the situatiion.

Failure on the part of Warner Brothers to correct alleged abuses concerning violations of meal periods, rest periods and other working conditions, won for the actors by the guild in collective bargaining during the last 26 years, will "have the most serious effect on negotiations for a new contract, scheduled to start in December," said the guild, whose present contract with the producers of theatrical motion pictures expires on Jan. 31, 1960.

The guild will meet with Warner Brothers studio heads next Thursday.

Del. Hearing Today On Loew's Stock Dispute

Special to THE DAILY

WILMINGTON, Oct. 27. — Hearings will be held at 2 P.M. tomorrow in U. S. District Court on a proposed settlement agreement to dispose of a suit in which liquidation and dissolution of General Industrial Enterprises, Inc., formerly known as the Midvale Co., was sought by GIE stockholders, Norte and Co. and Irving A. Koerner of New York, who brought the action on behalf of themselves and all other holders of common stock of GIE similarly situated.

Purchase of 80,000 shares of Loew's, Inc., stock by GIE was involved in the case through an amended complaint filed in December. Objections to the proposed settlement have been filed by stockholders Louis Heager and Irvin D. Miller. One of them, Miller, filed a motion to intervene in the action as a plaintiff.

According to the amended complaint, during September, 1958, GIE purchased 80,000 shares of Loew's at $21.50 a share, but earlier in the month Baldwin Securities Corp., one of the defendants, bought 86,000 shares of Loew's at $16 a share and Ira Gulden one of four individuals named as defendants, bought 2,100 shares at $14 a share. The other defendants are Edward Hopkinson, Jr., Henry B. Bryans and Richard T. Nalle.

The reason for the spurt of Loew's buying, the amended complaint says, is that Gulden and Phil Roth, another Baldwin director, are Loew's directors and the Loew's board at that time was reportedly split and heading for a proxy fight.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



HOW TO GET A FULL HOUSE FOR "THE HOUSE OF THE SEVEN HAWKS"

Tell them about the ACTION, from the Saturday Evening Post suspense thriller . . . the BACKGROUND, filmed in the scenic beauty of England and Holland . . . the ROMANCE, as two gorgeous girls tempt Robert Taylor . . . the THRILLS, a murder or a kiss could unlock the secret of "The House of the Seven Hawks"!

METRO-GOLDWYN-MAYER
Presents

ROBERT TAYLOR

NICOLE MAUREY

in A DAVID E. ROSE PRODUCTION



THE HOUSE OF THE SEVEN HAWKS

Also Starring
LINDA CHRISTIAN
DONALD WOLFIT

Screen Play by JO EISINGER

From the Novel "The House of the Seven Flies" by VICTOR CANNING

Directed by RICHARD THORPE



'Strangers'

(*Continued from page* 1)

Weiser, studio promotion co-ordinator assigned to the picture, now before the cameras with Kirk Douglas, Kim Novak, Ernie Kovacs and Barbara Rush starred.

The manufacturers' cooperation and advertising and point-of-sale campaigns are based on their participation in a $250,000 ultra-modern "dream house" being built for the production on a mountain-top site in Bel Air, California. To give the promotion maximum punch the 21 manufacturers have allocated a total of $2,250,000 for national magazine advertising in such magazines as *Life, Look, Time, Saturday Evening Post, Better Homes and Gardens, American Home, House Beautiful, Fortune,* and trade journals.

Based on Scenes from Film

Most ads will be based on scenes from "Strangers When We Meet." The Columbia ad department is working on a logotype which will be available for use in all printed phases of the picture tie-up.

National and dealer co-op advertising has been budgeted by the manufacturers at $1,800,000; TV spot advertising will total $900,000 and radio $600,000; national outdoor billboard postings $500,000; point-of-sale window displays and counter cards $475,000.

'Samson' Big Hit in New Saturation Dates

The re-release of "Samson and Delilah," backed by a new promotion campaign, is proving a big hit in saturation bookings in the Buffalo-Albany and Omaha-Des Moines branch areas, Paramount Pictures announced yesterday. The film previously proved extremely successful in New York City and St. Louis.

Cited as typical of the new grosses for the film were the following: Paramount Theatre, Buffalo, $7,036, first two days of second week; Palace Theatre, Albany, $9,714, first five days; Strand Theatre, Binghamton, $4,764, first five days; Cataract Theatre, Niagara Falls, $7,135, first four days; Troy Theatre, Troy, $5,878, first five days.

Also, Paramount Theatre, Des Moines, $6,204, first three days; Orpheum Theatre, Omaha, $7,417, first four days; Paramount Theatre, Cedar Rapids, $4,815, first three days; Capitol Theatre, Davenport, Iowa, $4,840, first three days; Capitol Theatre, Sioux City, $4,977, first three days.

Format Films Formed

HOLLYWOOD, Oct. 27. — Organization of Format Films, Inc., a new company to engage in the creation and production of animated motion pictures for theatrical and television release, is announced by Herb Klynn, president.

Heading the new company with Klynn are Bud Getzler, executive vice-president and treasurer, and Jules Engel, vice-president and art director.



AT THE UNIVERSAL luncheon yesterday: Jeff Livingston, Eastern advertising manager; Charles Simonelli, Eastern advertising-publicity director; Henry H. Martin, general sales manager; and Phil Gerard, Eastern publicity manager.

Release Plan Vital: Martin

(*Continued from page* 1)

agrees with exhibitors who look upon the post-Labor Day period as a "soft" season insofar as current releases are concerned. In his opinion, he said, there are a good number of quality releases available to theatres now, but he agreed that there are fewer than in the midsummer period and that fact is a contributing factor to "Pillow Talk's" box office strength.

In its 84 engagements to date, "Pillow Talk" is ahead of "Imitation of Life" business in the same situations by 25 per cent, Martin said. While "Imitation" has grossed $5,600,000 domestic in 9,600 playdates to date, he said he did not care to estimate "Pillow Talk's" eventual gross on that basis.

Sees 'No Ceilings' Today

"Eighty-four playdates on a picture do not give you an accurate basis on which to predict a final gross," he said, "but in today's market there are no ceilings for a popular picture. Frankly, I don't know what 'Pillow Talk' is going to do. It will be another 10 to 15 weeks before we have an accurate idea."

Charles Simonelli, Eastern advertising-publicity director, said the picture cost a little over $1,600,000.

He and Martin referred to the picture as "an easy one to handle." Everyone likes it, they explained, the public, exhibitors, the press. It is strong even in areas where Universal pictures were found to be "soft" in the past, they said.

Also Praises 'Hot'

Commenting further on the release of "Pillow Talk" in the slower fall season, Martin recalled that Universal's "Imitation of Life" and United Artists' "Some Like It Hot," which he characterized as "two of the biggest grossers of the year," were released in March, also considered a "soft" period by many in the trade.

His inference was that any season is a good one for release of a top quality picture, and they are not hurt and could be aided by release at other than the peak holiday periods. However, Martin added that they also can aid other pictures, because the top quality films draw people out of their homes and encourage them to see other pictures. Many of the others also benefit from the overflow crowds turned away from the most popular pictures, he claimed.

Slated for Music Hall

Martin said that Universal's next top release, "Operation Petticoat," also shapes up as a picture that will be "easy to handle." It will open at Radio City Music Hall here Dec. 3 or 10, continuing there through the year-end holidays. There will be a wave of about 100 openings elsewhere at holiday time and a second wave in mid-January. This pattern was determined upon as a result of experience with "Imitation" and "Pillow Talk," which demonstrated it to be the best manner of cashing in on word-of-mouth.

"Snow Queen," which also had been planned for release at Christmas-time, has been set back to Easter in order to better prepare and launch the campaign on it. It is a Russian-made film of the Hans Christian Andersen story.

Will Have 15-25 Next Year

Martin estimated that Universal will have between 15 and 25 pictures for release next year, compared with "about 22" this year.

Asked to comment on current criticism of "adult" film themes and their advertising, both he and Simonelli contended that independent and foreign-made films and advertising not approved by the industry's Advertising Code Administration were responsible in the main.

"The climate today is such that rash accusations are made and fault is found with much of what at an other time would pass unnoticed. Th is a phase. It is like a rainstorm After a while it passes and the su shines again," they said.

The Universal officials, accompa nied by Phil Gerard, Eastern pub licity manager; Jeff Livingston, Eas ern advertising manager, and Milto Livingston, trade press contact, con ferred with trade press represent tives at luncheon at the Laurent he yesterday.

Film Conclave

(*Continued from page* 1)

ence will be such topics as the relationship between theology and human sensibilities; the contribution of the movie critic to American culture; how to look at a motion picture; and how to establish movie clubs.

The conference will feature lectures by Father William Lynch, S.J., author of "The Image Industries"; Philip Scharper, Sheed and Ward, drama critic of "The Critic"; Doald Costello, movie critic for *Today Magazine;* and Sister Mary St. Irene, B.V.M., Mundelein College.

Legion Reviews 9 Films; Puts Two in Class B

The National Legion of Decency reviewed nine films this week, placing four in Class A, Section 1 (general patronage); three in Class A, Section III (adults); and two in Class B (morally objectionable in part for all).

In Class A, Section 1 are "Edge of Eternity," "Tarzan, the Ape Man," "-30-" and "Timbuktu." In Class A Section III are "The Best of Everything," "The Cranes Are Flying," and "Odds Against Tomorrow."

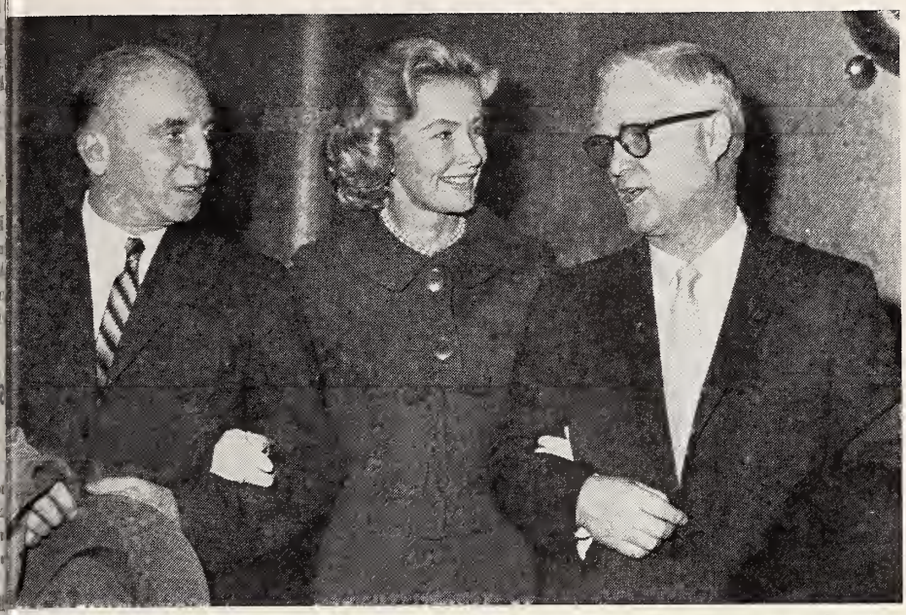
Placed in Class B were "Solomon and Sheba" and "Take a Giant Step." Of "Solomon," the Legion said: "This film is a completely fictional account of a great personage of the Old Testament. Under the guise of religious drama it attempts to tell a story of spiritual regeneration. These thematic values, however, are nullified by the treatment which resorts to excessive sensuality in costuming, dancing, and situations. As an entertainment spectacle, being marketed particularly for the patronage of the Christmas season, this film seriously offends the Judaeo-Christian concept of modesty and decency."

Of "Giant Step" the Legion said: "This film tends to condone an immoral solution to a human problem. In addition, certain vulgarities of the film are judged to be unacceptable in a mass medium of entertainment."

'Windjammer' Hits High

Advance sales to the reserved seat engagement of "Windjammer" at the Capitol Theatre in Cincinnati jumped $8,500 in the picture's second week there, it was announced here yesterday by Leonard S. Gruenberg, NT International vice-president in charge of Cinemiracle, said here yesterday. This was described as exceeding any previous advance sale at the house since the first Cinerama engagement.

"Petticoat" Rollicks Exhibitors and Press



ina Merrill is seen here with Sidney M. Markley, vice-president of American Broadcasting-aramount Theatres, and Henry H. Martin, general sales manager of Universal.

MORE THAN 2,000 GUESTS from exhibition, the press, radio, television and the magazines turned out at the RKO 58th Street Theatre in New York yesterday morning for the special screening of "Operation Petticoat," the rollicking comedy in Eastman Color starring Cary Grant and Tony Curtis. A Granart Production being released by Universal - International, "Operation Petticoat" is scheduled for Christmas release from Coast to Coast. It will be the first Universal release ever to play the Radio City Music Hall in New York as a Christmas picture and the first Universal release to play that theatre in more than 10 years.

"Operation Petticoat" was produced by Robert Arthur and was directed by Blake Edwards from a screenplay by Stanley Shapiro and Maurice Richlin. Co-starred with Grant and Curtis are Joan O'Brien, Dina Merrill and Gene Evans, and featured are Dick Sargent and Arthur O'Connell. Miss Merrill was among those present at this heavily attended early morning screening which was indicative of the unusual trade interest in the picture.

Photos by IMPACT PHOTOS



. J. A. McCarthy, Universal Pictures Company assistant general sales manager, is seen ere with Sala Hassanein, vice-president of kouras Theatres.



Joseph M. Seider, head of Prudential Playhouses, is shown here with Joseph B. Rosen, Universal regional sales manager.



Harry Mandel, vice-president of RKO Theatres, is seen here with Wilbur Snaper, head of Triangle Theatre Service.



Miss Merrill with Charles Simonelli, Eastern advertising and publicity department manager, and Philip Gerard, Eastern publicity manager.



Manny Frisch, Randforce Theatres executive, and Irwin Gold, also of Randforce, pose with Miss Merrill before seeing "Operation Petticoat."

Exhibitors Join in 'Once-in-a-Lifetime' Tribute to the Trailers, A Feature Of the Current 40th Anniversary Celebration of National Screen Service



"The trailer is the box office sparkplug"—Michael Redstone, North East Drive-In Theatres, Boston.



"During this Once-in-a—Lifetime Tribute, I'm bringing home the importance of trailers"—Al Pickus, Stratford Theatre, Stratford, Conn.



"The trailer is in a class by itself"—Irving Dol linger, Triangle Theatre Service, New York.

French 'Adult' Switch Costly to Industry

By HENRY KAHN

PARIS, Oct. 24 (By Air Mail). — It is estimated that the French film industry will lose four million spectators per year through the raising of the age of "adult only" audiences from 16 to 18. Exhibitors, and indeed the whole industry, have protested vehemently against this decision taken by Minister of Information Frey.

The change was brought up in Parliament and pressed by women members. The Ministry of Information is entitled, under a law already on the statute book, to raise the age by decree, so it was simply a matter of signature.

Now the industry is watching the figures. If they begin to fall, then the Treasury will suffer as well as the cinemas.

There is, however, one safeguard. A control committee will decide which films come within the law.

AIP Plans 3 Trailers for 'Goliath and the Barbarians'

From THE DAILY Bureau

HOLLYWOOD, Oct. 27. — American International Pictures, which used three trailers for in-theatre and television promotion for "Sign of the Gladiator," will follow the same technique on its upcoming "Goliath and the Barbarians," starring Steve Reeves.

The "Goliath and the Barbarians" special trailer kit, will add a fourth or "pre-pre-release" teaser trailer of 25 feet to stress Reeves and the line "Goliath Coming."

Three other trailers of one-, two- and three-minute lengths, will be made available for continuous plugging several weeks in advance. He will add up to a cumulative six-minute summary during week before opening.

ITOO Urged to Promote Films

(*Continued from page* 1)

picture-of-the-month, Golden Age Club and one-stop merchandising of household items at drive-ins might be used profitably by theatres, Dr. Miner declared, and added that film quality is at an all-time high level. Grosses, he said, have been aided by the growth of drive-ins, art houses, more "blockbusters" and wide-screen processes. He sees a leveling-off of TV competition as set ownership approaches saturation. James Hoover, Columbus advertising executive, proposed a multi-media campaign based on slogans like "Take the Little Woman Out to a Movie Tonight" and "Join the Fun—Pick a Good Movie—Go Tonight."

Beverly Miller, of United Theatre Owners of Heart of America, told of the success of some 400 theatres in a four-state area in standardizing ads for attractions. He cited the success of a triple bill of older films of TV stars James Arness, Hugh O'Brian and Richard Boone.

Jay Berry, Alexander Film Co., told of success of a test campaign in Canton, Ohio, of Bristol-Myers' "Movie Time Month" promoted by all media. Participating theatres accepted B-M flattened packages for 25 cents on admissions.

The vital role of concessions in the amusement business was stressed by Philip Lowe, president of the national Association of Concessionaires. He saw a trend toward larger drinks and bigger candy bars.

Columbia Films

(*Continued from page* 1)

Theatre here, one of the biggest grosses in the history of the house.

Fred Kohlmar's "The Last Angry Man" grossed $32,356 in its first four days at the Forum and Trans-Lux 52nd St. Theatres here.

Highroad's "The Mouse That Roared" smashed the house record in its premiere engagement at the MacArthur Theatre in Washington, D.C., with a six-day total of more than $10,700.

Hammer Films' "Yesterday's Enemy" opened very strong at the Garrick Theatre in Chicago, with a four-day total of $9,456. In a mass saturation opening in the New England and Albany territories, "The Warrior and the Slave Girl" was rolling up grosses comparable to Columbia's top saturation releases of recent years, Jackter said.

Murals for Astor

Two large and sweeping abstract murals, among the largest paintings in the world, have been commissioned for the new Astor Theatre on Times Square, it was announced by Robert W. Dowling, president of City Investing Company. The murals, each approximately 45 ft. high by 97 ft. long, are being painted on canvas by Buffie Johnson, one of America's leading abstract artists, and will grace the side walls of the theatre auditorium. The theatre is currently undergoing remodeling throughout.

Antarctica Bow

(*Continued from page* 1)

in Little America on Dec. 17. The opening will be held under the auspices of the Naval Support Forces Antarctica, which has jurisdiction over the American base in the vast South Pole Region.

"On The Beach" will be shown in an improvised theatre at Little America appropriately festooned to herald the occasion.

Ross in Para. Post

The appointment of Paul B. Ross as coordinator of promotion for Panama-Frank's "Li'l Abner" was announced by Martin S. Davis, Paramount Pictures national advertising, publicity and exploitation manager. Ross has just completed a special assignment for Universal Pictures.

U.S. Films Lead Field In Indonesia, Says Rikin

Special to THE DAILY

DETROIT, Oct. 27. — America films are the most popular of all for eign product in Indonesia, it was dis closed here by Julian Rikin, assistan managing director of the Kestiaha Circuit of Djakarta, now visiting i the U.S.

Rikin, who was guest of industr leaders and the press, cited Elvis Pre ley, Pat Boone and Alan Ladd as grea drawing cards in his native land, an declared that "The Song of Berna dette" is still much in demand by th viewing audiences.

Indonesia, said Rikin, also book Chinese, Filipino, Italian, French an a lesser number of Soviet films. O National Day, Aug. 17, he added, th atres are required to show Indonesia pictures only.

Rikin will spend a year in the U. He is attending the University of S racuse training program for foreig business executives operated in co junction with the State Department International Cooperative Admini tration.

Karp Signs Wm. Holde And Blanke, Producer

Special to THE DAILY

HOLLYWOOD, Oct. 27. — Jac Karp, Paramount studio head, tod announced the signing of Hen Blanke as a producer. Blanke's co tract calls for him to develop ar produce pictures for Paramount du ing the next several years.

Blanke recently resigned fro Warner Brothers where he had be for 37 years with the exception of brief absence when he came Paramount with Ernst Lubitsch for picture.

Additionally, a deal has be finalized between Ray Stark an Karp for William Holden to play t top starring role in "The World Suzie Wong," to be produced Stark for Paramount release. Filmi begins on location in Hong Kong January, under the direction of Je Negulesco.

lyman Finds

(*Continued from page* 1)

ion plan to engage in all-out pro-
tion drives for the quality product
eased at this time as the exhibitors'
ntribution to orderly distribution.
sterday he said AB-PT theatre affili-
s were in the forefront of this drive
l have been joined by most exhibi-
supporters of orderly distribution.
'At the end of the first seven weeks
the drive," he said, "the results
so far ahead of the like 1958 peri-
and the releases available for the
lance of the year so superior to
se at this time last year, that there
eady is no doubt of the drive's
cess."

Will Stress Spring Product

Hyman has arranged to spend the
o weeks beginning Monday, Oct.
conferring with the nine major
tributors on their schedule of re-
ses beginning Jan. 1, 1960, and
ntinuing for a period of six months
l beyond, if possible. In his discus-
ns, he will place special emphasis
the releases for April-May-June,
ich is also regarded an an "orphan"
riod. As an inducement to the dis-
butors for making a reasonable
mber of quality attractions available
ring that period, Hyman is plan-
ng another drive similar to the Sep-
nber-to-Year-End Drive at that
ne, with even greater promotion
ncentration on the quality pictures
eased.

Details Coming in December

Hyman plans to reveal the details
this April-May-June drive in De-
mber and, at that time, will distrib-
e the release schedule which will be
mpiled from the information he ob-
ns in his conferences with the dis-
butors. The details of the drive will
clude many ideas which are now be-
g worked out and at least 2,000
pies of the release schedule will be
inted so that it can be distributed
exhibitors who have endorsed or-
rly distribution, as well as to dis-
butors, producers and others. The
lease schedule will list the releases
all nine companies on a month-
-month basis, rather than on a
mpany-by-company basis.

'ox, Albany Theatre, hop Center in Tie-Up

Special to THE DAILY

ALBANY, N. Y., Oct. 27.—An un-
ual tieup has been effected to pro-
ote a picture and further a sales
ive, by 20th Century-Fox and Fa-
an's Palace Theatre with the 30-
re Westgate Shopping Center. Set
r the Thanksgiving-to-Christmas pe-
od, it will be climaxed by an all-
pense paid trip for two to Holly-
ood, a stay at the Schine-owned
mbassador Hotel, a complete tour of
the Fox studios, and reports back
the cooperating *Albany Times-
nion*.

"Front Page Story" and the Spyros
ouras Drive will be the beneficiaries
hile the heavily-advertised promo-
on is expected to be a traffic-builder
r all the Shopping Center's units.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WHEN Frank Cooper's "Dotto" was proven a "blotto" on the TV escutcheon and ushered in the expose of shameful practices on the part of certain other individuals, it was a serious threat to the prestige and dignity of a great industry, which was in the main, guiltless, indeed as much a victim as was the public, of the connivance of a petty few. Fortunately the hearings and investigations helped to uncover these responsible for the "quiz"lings and has resulted in the establishment of more rigid controls of programs by sponsors and network execs. . . . Paula (Loew's Theatres) Gould has written a farce comedy "Wonderful Girl," for which Gerald Marks may compose the music. Marks is the composer of songhits including, "All Of Me," "Is It True What They Say About Dixie?" "Night Shall Be Filled With Music," "You're The One, You Beautiful Son Of A Gun," among others. . . . "outstanding Catholicism and assistance to those in the theatrical and entertainment field," Bernard C. (Ben) Duffy, former president of BBDO will receive the first annual George Buck Award of the Catholic Actors Guild Friday. . . . Irving R. Stolar, executive director of the International Music Fair which will be held at Chicago's Navy Pier, for ten days starting Nov. 13, has already signed Johnny Mathes, The Kingston Trio, Eddie Fisher, Dizzy Gillespie and young John Gary who recently sang at the President's Birthday party. . . . The Merv Griffin's (she's Julanne Wright of the Robert Q. Lewis Show) expect Sir Stork sometime in March. . . . TV promises another "first." Close friends in their 40 years of association in the entertainment world, yet never having appeared in the same act, George Burns, Jack Benny, Eddie Cantor and George Jessel will be seen in Mercury Startime's NBColorcast of Hubbell Robinson's "George Burns in the Big Time" Tuesday, Nov. 17. . . .

☆ ☆ ☆

An hour-long musical special, "The Golden ABCircle" co-hosted by Eydie Gorme and Steve Lawrence and featuring songs and stars of yesterday and today including the Andrews Sisters, Rudy Vallee, Nat "King" Cole, Frankie Avalon and the Mills Bros., will be sponsored by the John Oster Mfg. Co. Wed., Nov. 25. Bill Hobin is producer-director and Don Costa will wave the baton. . . . NBC-TV's "Project 20" feature, "Meet Mister Lincoln," which was telecast last February and received several awards, will be repeated in February next year. Again the sponsor will be the Lincoln National Insurance Co. of Lincoln, Neb. . . . Joe Cal Cagno's new discovery, Joe Vina, has come up with a slick click in his new Allied waxing of "Marina." Deejay Dick Biondi sez it's making a lot of noise up Buffalo WKB Way. . . . William E. Nichols, associated with San KFRCisco since 1947 and sales manager there for the past 5 years, has been upped to general manager. . . . Howard H. Henkin, prexy of HFH Productions has collabbed with Tony Fallaice on a new musical, "Mad Avenue," a satire on ad agency politics which is headed for Broadway next season. Book and lyrics by Henkin, Bob Haggert and Len MacKenzie. . . . Irving Briskin and Bill Dozier have been elected to the board of directors of Screen Gems. . . . About 300 NBC radio and TV affiliates will meet at the Hotel Plaza in Gotham Nov. 11-13. One of the speakers will be FCCommissioner Robert E. Lee. . . . When "The Miracle of 34th Street" is telecast Friday, Nov. 27, as the second Westclox "Special Tonight" spectacular, Ed Wynn will star as a modern "Santa NBClaus. . . .

Robbins in Callow Post

PHILADELPHIA, Oct. 27. — Roy Robbins, a veteran with the Stanley Warner theatre circuit, has been named director of advertising and publicity for the Philadelphia zone. He succeeds Everett Callow, who has moved to the national publicity post with Cinerama, Inc., in New York.

Woodrow Bagley Dies

CHESTER, Pa., Oct. 27—Woodrow A. Bagley, Sr., 43, owner and operator of the Chester Drive-in Theatre, died suddenly here.

Capitol Booking Giles

WASHINGTON, Oct. 27. — The Giles Theatre, Rich Creek, Va., is now being serviced by the Capitol Booking and Buying Service here, it has been announced by William Friedman, Capitol president.

Remodel Phila. Theatre

PHILADELPHIA, Oct. 27.—A. M. Ellis' Erlin Theatre, key neighborhood house, will undergo complete remodeling, including new front, lobby and proscenium to accommodate 70mm equipment.

Name Brown

(*Continued from page* 1)

report directly to Arnold Kaufman, vice-president in charge of NTA's Eastern operations.

Brown joined NTA in March, 1958, as office manager and purchasing agent. He was responsible for the design and construction of the new Kennis Film Service, Inc. shipping plant, an NTA affiliate, recently completed.

He began his film career with Republic Pictures in 1936, later transferring to Republic's Consolidated Film Laboratories Division. He left the Republic organization in 1941 to become financial assistant to the comptroller in charge of accounting at United Factors Corp., the New York subsidiary of U. M. & M., Inc. In 1946, he returned to Republic as administrative assistant to the vice-president and general manager of Consolidated's Fort Lee, New Jersey, installation.

Loew's Inc. Sells Stock In Los Angeles Station

The Times-Mirror Company of Los Angeles yesterday, purchased from Loew's, Inc. 3,334 shares of the capital stock of KTTV, Inc. which Loew's had purchased in August 1956, it was jointly announced by Norman Chandler and Joseph R. Vogel, presidents of the respective companies. The price was not disclosed, but it was stated that it was in excess of the $1,625,000 which Loew's paid for the stock.

Acquisition of these shares, which constitute 25 per cent of the outstanding stock, restores to the Times-Mirror Company 100 per cent ownership of the television company. The stock transaction yesterday is unrelated to the film license agreement under which KTTV holds exclusive Los Angeles television rights to the pre-1948 library of Metro-Goldwyn-Mayer feature pictures, which license has four years to run.

A.A. to Produce Two TV Series for ABC Films

ABC Films, Inc. and Allied Artists Pictures have entered into an arrangement for the production by Allied Artists of two television film series to be distributed by ABC Films, it was jointed announced by Henry G. Plitt, president of ABC Films, and Steve Broidy, president of Allied Artists.

The two television film series are scheduled to begin production at the Allied Artists Studios in Hollywood before the first of the year.

musifex co
45 w. 45 st. n.y.c.
musical
sound effects
ci-6-4061-2

THE BIGGEST MOTION PICTURE EVENT OF OUR TIME!

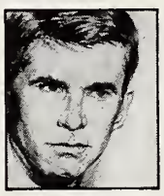
ALL OVER THE WORLD ON DECEMBER 17th, 1959, for the first time in entertainment history, a motion picture will premiere simultaneously in capital cities on all continents: Amsterdam, Berlin, Caracas, Chicago, Johannesburg, Lima, London, Los Angeles, Madrid, Melbourne, New York, Paris, Rome, Stockholm, Tokyo, Toronto, Washington and Zurich.





GREGORY PECK · AVA GARDNER





FRED ASTAIRE · ANTHONY PERKINS

THE BIGGEST STORY OF OUR TIME!

STANLEY KRAMER'S PRODUCTION OF

ON THE BEACH



Introducing DONNA ANDERSON. Screenplay by JOHN PAXTON. From the novel by NEVIL SHUTE. Produced and Directed by STANLEY KRAMER

If you never see another motion picture in your life you must see "ON THE BEACH"

THIS ADVERTISEMENT APPEARS TODAY IN MAJOR NEWSPAPERS IN CAPITAL CITIES THROUGHOUT THE WORLD FOR MILLIONS OF POTENTIAL MOVIE-GOERS TO SEE, READ AND TALK ABOUT!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 84 NEW YORK, U.S.A., THURSDAY, OCTOBER 29, 1959 TEN CENTS

Passes Resolution

I.T.O.O. Urges Full Utilization Of Conciliation

Supports Investors Corp.; Elects Fine as President

Special to THE DAILY

COLUMBUS, Oct. 28. — The conciliation procedure suggested by Allied States Association and the American Congress of Exhibitors for the settlement of differences between distributor and exhibitor was endorsed here today in a resolution passed at the closing session of the convention of Independent Theatre Owners of Ohio.

The organization, in writing its support into the record, urged all members to use to the fullest the facilities of the conciliation system.

In an election of officers the ITOO

(*Continued on page 2*)

Choose Ad Media with Special Care: Bush

Special to THE DAILY

COLUMBUS, Oct. 28. — Exhibitors were urged to give more thoughtful analysis to the media they employ in advertising individual attractions by Rodney Bush, 20th Century-Fox exploitation director, who spoke before the 24th annual Independent Theatre Owners of Ohio convention here today.

Bush called attention to the large

(*Continued on page 2*)

Columbia Stockholders Will Meet on Dec. 21

The meeting of Columbia Pictures Corp. stockholders, in lieu of the annual meeting, will be held on Monday night, Dec. 21, it has been announced by president A. Schneider.

The meeting will be held in the projection room at the Columbia home office. Stockholders of record as of Nov. 18 will be eligible to vote.

TELEVISION TODAY—page 6

Campaign for 'Beach' Stirs Up Strong Advance Interest in Film, Says Lewis

By JAMES D. IVERS

Full page advertisements heralding "The biggest motion picture event of our time" appearing yesterday in 29 newspapers in 18 major cities around the world began the count down for United Artists' truly global campaign to open Stanley Kramer's "On the Beach" simultaneously on seven continents December 17.

In a progress report on the campaign, which was sketched in broad outline almost two years ago when Kramer bought the Nevil Shute no-

(*Continued on page 3*)

'Ben-Hur' Meetings in Dallas, Atlanta, Miami

The series of key regional promotional meetings for "Ben-Hur" continues this week with meetings in Dallas and Atlanta and next week with a session Monday in Miami.

M-G-M representatives and executives of the Interstate Amusements met in Dallas yesterday to plan details of the campaign for the Dec. 18 opening at the Tower Theatre. Emery Austin of M-G-M's home office publicity department flew to Dallas for

(*Continued on page 6*)

Decision Is Reserved In Loew's Stock Dispute

Special to THE DAILY

WILMINGTON, Oct. 28. — Decision was reserved today by Chief Judge Caleb M. Wright following more than three hours of oral argument by attorneys in U. S. District Court on a proposed settlement of a suit by General Industrial Enterprises, Inc., stockholders against GIE and its majority shareholder, Baldwin Securities Corp.

Judge Wright announced that his

(*Continued on page 6*)

Four Industry Leaders Aid 'Night of Stars'

Barney Balaban, Spyros P. Skouras, Joseph R. Vogel and Abe Schneider have been named honorary chairmen of the advisory council for the forthcoming 26th annual "Night of Stars," United Jewish Appeal benefit show, which will take place at Madison Square Garden on Nov. 23, it was announced by Sylvan Gotshal, general

(*Continued on page 6*)

Virginia MPTA Pushes Opposition to D.S.T.

Special to THE DAILY

RICHMOND, Oct. 28.—Virginia M. P. Theatre Ass'n. is asking its members to contact their state representatives and senators and make known their opposition to proposed daylight saving time legislation scheduled to be

(*Continued on page 2*)

Expect Monday's ACE-MPAA Meeting Will Review Conciliation Experience

Experience with conciliation to date is expected to play a prominent part in discussions at Monday's meeting of the American Congress of Exhibitor's executive committee and the exhibitor relations committee of the Motion Picture Association.

While definitely beneficial results have been reported by some exhibitors there appears to be an increasing amount of dissatisfaction as the number of exhibitors resorting to the conciliation process increases. The ACE-MPAA meeting is expected to take cognizance of the development by inquiring into such cases to determine whether they had intrinsic merit and were brought in good faith, and if so, what can be done to improve the record.

Prospects of new censorship legislation and criticism of some films and their advertising also are sure to have a place on the meeting's agenda. In this connection, MPAA's current consideration of film classifications for adults and juveniles may be brought up. Reports of subcommittees on advertising, research and increased production prospects also are expected to be made. Members of the ACE delegation will meet here Monday morning to complete its agenda and will go into the meeting with MPAA in the afternoon.

$5,226,000

AB-PT Profit For 9 Months Increases 26%

Both Theatre, Broadcasting Divisions Show Advance

Estimated net operating profit of American Broadcasting - Paramount Theatres, Inc. for the first nine months of 1959 was 26 per cent higher than the like period of 1958, reflecting improvement both for the ABC broadcasting and theatre divisions of the Company, Leonard H. Goldenson, president, announced yesterday.



L. H. Goldenson

Net operating profit for the nine months was $5,226,000 or $1.22 a share compared with $4,142,000 or

(*Continued on page 6*)

MPEA Board Accepts New Pakistan Pact

The new film agreement with Pakistan has been accepted by the Motion Picture Export Association board as received from Charles Egan, MPEA representative for Southeast Asia. Terms of the new agreement are reported to be virtually unchanged from the old.

This week's MPEA board meeting also discussed new film legislation enacted recently in Finland and Belgium. Details of the new legislation

(*Continued on page 6*)

Exhibitor Response to 'Hound' Big: Harrison

"Hound Dog Man," starring teenage favorite Fabian, stacks up as the 20th-Fox attraction with the biggest initial exhibitor response since Elvis Presley in "Love Me Tender," Alex Harrison, general sales manager, said yesterday.

The sales executive has recently re-

(*Continued on page 6*)

PERSONAL MENTION

A. SCHNEIDER, president of Columbia Pictures, has become a grandfather for the first time with the birth of a girl, BETH, to his daughter-in-law, MRS. STANLEY SCHNEIDER. Father of the baby is assistant treasurer of Columbia Pictures International.

•

CHARLES OKUN, director of theatre sales for for Coca-Cola, will return to New York today from Atlanta, where he attended a five-day Coca-Cola regional managers meeting.

•

SID WHITEMAN, Universal's sales representative in Alabama, is hospitalized in Atlanta.

•

CLARK RAMSEY, M-G-M studio advertising manager, has returned to Hollywood from New York.

•

JACK FROST, United Artists sales representative in Atlanta, is recuperating there following a recent illness.

Food Fair, 'Porgy' Deal

A promotional tie-up with the Food Fair market chain and Merchants Green Stamps has been completed for "Porgy and Bess" in New York, Baltimore, Washington and adjacent territories, it was announced by Columbia Pictures. The tie-up provides for issuance of "Porgy" tickets on the market chain's hit-show customer promotion, currently involving "My Fair Lady" and other Broadway plays.

The finest carbons ever made...
NATIONAL TRADE MARK
PROJECTOR CARBONS

Columbia to Sponsor SPG Film Award Winner

From THE DAILY Bureau

HOLLYWOOD, Oct. 28.—Columbia Pictures will sponsor the winner of this year's Screen Producers Guild—Jesse L. Lasky intercollegiate awards contest, it was announced today by Walter M. Mirsch, SPG president. Columbia will offer a six-month contract to the winner of the gold award medallion, competition for which will be represented by college and universities from all over the United States, with entries of their best experimental films.

After screening the winning films early next year, SPG will present the awards at its annual milestone dinner on Jan. 24.

Choice of Ad Media

(*Continued from page* 1)

segment of the meeting's speaking time which has been devoted to merchandising forthcoming industry product.

"A look at current product" said Bush, "shows us that each attraction has a specific handle, something which makes it a natural for one medium of sale, as opposed to another. This is not to exclude any media—radio, television, newspapers, national magazines and supplements, etc.—from a campaign, but there has to be one media which can best sell what has to be sold."

Cites Specific Instances

Bush related specific experiences on 20th product which helped illustrate his point.

"On 'Five Gates to Hell,' our action theme lent itself so dramatically to television sale that we devoted a good portion of our national budget to this mode of selling. The results have proved so successful, that in each opening of 'Five Gates' our regional advertising - publicity managers are coordinating TV campaigns to increasingly fine results."

Similar techniques were accorded other 20th attractions, according to Bush: "Beloved Infidel," emphasis on national women's magazines and women's page newspaper advertising, because of the love story angle; "Journey to the Center of the Earth," television again because of the adventure slant, and "Hound Dog Man": radio, due to Fabian's teenage appeal as well as the music exploitation values.

Admits Audience Shrinkage

"Since our total audience potential has shrunk," said Bush, "it is necessary to attract that much larger a segment of that potential to be successful. By concentrating on our strongest media, we can go a long way toward that goal."

ITOO Urges

(*Continued from page* 1)

named as its president Marshall Fine, 34-year-old partner in Associated Theatres, Cleveland. He also was named national director.

Other officers elected are: F. W. Huss, Jr., Cincinnati, first vice-president; Jack Armstrong, Bowling Green, second vice-president; Milton Yassenoff, Columbus, treasurer, and Louis Wiethe, Cincinnati, alternate national director.

Ted Vermes, Cleveland, and Louis Sher, Columbus, were elected to the board of directors as new members.

The convention also approved resolutions expressing sincere appreciation to retiring president Horace Adams, to speakers, advertisers and manufacturers at convention and urged members to give consideration to investing in the Motion Picture Investors Corp.

Newspaper Official Heard

The importance of newspaper advertising was emphasized by Ray Gifford, of the sales promotion department, *Columbus Dispatch*.

Richard Kline, manager of Ohio Theatre and Lorain Drive-in, Lorain, listed "concession gimmicks" that he has used successfully at drive-ins, including the plugging of food sales and attractions via tape on the sound system, 45 minutes before show time.

Earle Wakefield, motion picture ad director *Life Magazine*, relayed sample answers to the current *Life* survey of "The Why of Attendance," including complaints of too few family pictures, stuffy theatres, lack of space between seat rows, dirty rest rooms and double features.

A banquet tonight brought the convention to a close.

Virginia MPTA

(*Continued from page* 1)

introduced in the next session of the legislature.

Carlton Duffus, executive secretary, warns association members proponents of the bill are "very well organized" and exhibitors therefore should make a point of contacting the solons prior to the session beginning in January.

The bulletin reports that the Virginia association's 1960 convention has been set for July 26-28 at The Dome, Virginia Beach.

'-30-' Here Nov. 11

Jack Webb's film for Warner Bros. release, "-30-," will open in New York on Veterans Day (Nov. 11) at approximately 100 theatres of the RKO and other circuits throughout the metropolitan area. On the same program will be Warner Bros.' "Yellowstone Kelly."

Horace Adams Is Honored For His Services to ITOO

Special to THE DAILY

COLUMBUS, Oct. 28. — Horace Adams of Cleveland, who served several terms as head of Independent Theatre Owners of Ohio, was guest of honor tonight at a banquet which was the closing feature of the organization's current convention. In appreciation of Adams' past services the members presented him a plaque.



Horace Adams

Irving Dollinger, national Allied representative to the American Congress of Exhibitors, was the principal speaker at the banquet, which also included the introduction of new officers.

'Mars' Title Changed; Two Premieres Slated

From THE DAILY Bureau

HOLLYWOOD, Oct. 28. — Producers Sid Pink and Norman Maurer have changed the title of their first Cinemagic feature for Sino Productions, Inc., from "Invasion of Mars" to "Journey to the Fourth Planet."

The picture will have its world premiere here at the 4-Star Theatre Nov. 23, and a deal has been closed with Sherrill Corwin and Metropolitan Theatres for a San Francisco opening at the Esquire Theatre Nov. 28.

'Bess' Baltimore Bow Aids Cancer Group

Special to THE DAILY

BALTIMORE, Oct. 28. — Samuel Goldwyn's "Porgy and Bess" opened at the Town Theatre in Baltimore tonight to a packed house, sponsored by the Edith Rosen Strauss Organization for Cancer Aid for Children. Mayor Harold Grady attended the premiere with a representative turnout of Baltimore's civic government, including judges and city councilmen.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST
For The Quickest And Best Holiday Promotion Trailers
Send Your Order To
FILMACK
1327 SO. WABASH - CHICAGO
630 NINTH AVE. - NEW YORK 3

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feeke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Beach' Drive

(*Continued from page* 1)

el, Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, yesterday told he press the details of the campaign nd its results so far. Most important mong those results, stemming from wide expose of the picture to legisators, civic leaders, opinion makers nd newspaper people all over the world, is a heavy ground swell of nterest in the production and emphais on its importance as a document f our times.

Calls It Most 'Meaningful'

Explaining the general theme of he advertising, Lewis said, "UA has ad and will have many important nd many big pictures but never one nore meaningful than this. It brings ew maturity to the screen and will e an eloquent answer to those carpng critics who say the industry can ever grow up. The industry can be roud of this picture and no matter what happens at the box office we at UA will be proud to have handled t."

The picture will premiere Decemer 17 in Amsterdam, Berlin, Caraas, Chicago, Johannesburg, Lima, London, Los Angeles, Madrid, Melbourne, New York, Paris, Rome, Stockholm, Tokyo, Toronto, Washington, Zurich and at the Little America base in Antarctica.

Supplemental Ads Planned

In the count down period between now and the opening date supplemental ads will appear in newspapers all over the world, UA representatives in each of the 18 premiere cities will be coordinating specially prepared materials and promotions stressing the international impact of the picture, a Junior Ambassador program will be launched involving the exchange of young students among the countries concerned and the international advance screening program for opinion makers which has already begun to make itself felt, will be continued.

Plans for the actual premiere include international television coverage of each of the openings and the preparation of a truly international news program to be disseminated all over the world reporting on the events of the premieres.

Foreign Posters to Be Used

An unusual aspect of the campaign is the preparation of a series of foreign posters by leading artists of the world, representing many and varied schools of advertising art, which will be used for key art in the countries of origin. Displayed yesterday in the UA board room, the colorful posters made an impressive showing.

With Lewis at the conference were George Thomas of the Stanley Kramer organization, who praised the campaign as a "commentary on how a producer and a distributor can work together," and Myer Beck, producer's representative, who reported comments by exhibitors, newspapermen and publishers which reflected the theme of "importance" which UA has been stressing. Fred Goldberg, UA national director of advertising, publicity and exploitation, emphasized that the results of the pre-opening campaign "are of vital importance to every exhibitor in the U.S. because they can be converted into news stories and promotion material for the picture."

Present plans for release of the picture include wide bookings in February in those countries where the premieres will be held.

REVIEW:

Hound-Dog Man

Wald—20th Century-Fox—CinemaScope

WHILE "HOUND-DOG MAN" marks the auspicious screen debut of the teenage recording favorite, Fabian, it is, perhaps even more importantly, a very delightful picture which can be sold without hesitation to all members of the family. Producer Jerry Wald and director Don Siegel have put together as genial and attractive a bucolic romance as has been seen in a long, long time. It deserves the best of every exhibitor's selling efforts and will make friends for all concerned.

In addition to Fabian, the cast includes two of 20th-Fox's brightest newcomers, Stuart Whitman ("The Sound and The Fury") and Carol Lynley ("Blue Denim"), as well as such veteran performers as Arthur O'Connell and Betty Field, and a talented little boy by the name of Dennis Holmes. Whitman is particularly good in the colorful title role, that of a good-natured, backwoods lothario whose life is a blissfully uncomplicated succession of racoon hunts and female conquests.

The deceptively simple story line tells of one special hunting trip on which Whitman takes Fabian and the latter's little brother, Dennis Holmes. The upshot of their adventure is that Whitman gets himself snagged by a pretty but extremely strong-willed country girl, Carol Lynley, that Fabian, who heretofore had been hankering for the life of the free-wheeling hound-dog man, is content to go back to his father's farm; and that young Holmes, who has always wanted a dog of his own, gets "picked" as master by a hound-dog who previously had never let anyone else near him.

ON THE SURFACE this may seem like pretty mild plotting, but the incidents have been developed and detailed with a great deal of humor and insight, particularly by the script writers, Fred Gipson (author of the original novel) and Winston Miller, as well as by the performers and director Siegel. At its best moments, as when the hunting party stalks a prey that turns out to be a baby possum, or when Whitman attempts to tame a wildcat, or in the climactic sequence in which a jolly country square dance suddenly becomes the scene of a drunken brawl, the film has the kind of fresh, uncomplicated vitality of good Americana.

Fabian himself performs with becoming modesty and gets a chance to sing a half a dozen songs, including the title number. The photography in CinemaScope and De Luxe color is lush and lovely, Betty Field and Arthur O'Connell are seen as Fabian's parents; Dodie Stevens as his girl friend, and Jane Darwell also is on hand as a sharp-tongued, but amusing old grandmother who at the square dance gets a chance to say, "Why land sakes, I haven't danced in 20 years!" It's that kind of film, and fun.

Running time, 87 minutes. General classification. Release, in November.

VINCENT CANBY

'Mary Deare' World Bow At Roxy Here Nov. 6

M-G-M's "The Wreck of the Mary Deare," starring Gary Cooper and Charlton Heston, will have its world premiere engagement at the Roxy Theatre here beginning Friday, Nov. 6.

New Distribution Firm Opens in Chicago Area

Special to THE DAILY

CHICAGO, Oct. 28.—Maton Films, a new distribution company, has been formed here by Manny Gottlieb, former Universal district manager and sales executive for 37 years, in association with Milton Simon, previously a 20th-Fox sales representative. They will distribute product in the Chicago, Milwaukee and Indianapolis areas. First release is "The Mating Urge."

Monaco Essay Published

ROME, Oct. 28.—"La Bibbia E Il Cinema" ("The Bible and the Motion Picture,") a history of the religious film written by Eitel Monaco, president of ANICA, has just been published here. The essay was delivered by Monaco at the 17th Course in Christian Studies at Assisi this past August.

PEOPLE

King Vidor, veteran film director, will receive from the Texas Heritage Foundation its Distinguished Service Medal and Citation in recognition of his creativity in motion pictures. **Vidor,** a native of Galveston, will be the first person connected with the film industry to receive the award.

□

Hedda Hopper, author and columnist, will head the 1960 Easter Seal campaign of the National Society for Crippled Children and Adults, to be conducted from March 17 to April 17. **Miss Hopper** will appear at the society's annual convention, Dec. 2, at the Palmer House, Chicago.

□

Howard A. Wagonheim, vice-president of Schwaber Theatres, Baltimore, has installed a screening room at his home in the Pikesville section of the city.

□

Charles Poorman, manager of Claude Schlanger's Starlite Drive-in Theatre near Quakertown, Pa., has completed a promotional deal with the Acme Markets in that area whereby the food chain stores will distribute theatre tickets throughout the fall and winter season.

3 Columbia Newcomers To Attend TOA Meeting

Three of Columbia Pictures' newcomers—Jo Morrow, Evy Norlund, and Michael Callan—have joined the parade of "new faces" at the 12th annual convention of Theatre Owners of America, at the Sherman Hotel in Chicago, Nov. 8-12, president George G. Kerasotes announced.

Paul Lazarus, vice-president of Columbia Pictures, advised Kerasotes that the three young screen personalities expect to arrive at the convention on Wednesday, Nov. 11, in time for the film company sales managers' forum, at which Rube Jackter of Columbia will be a participant.

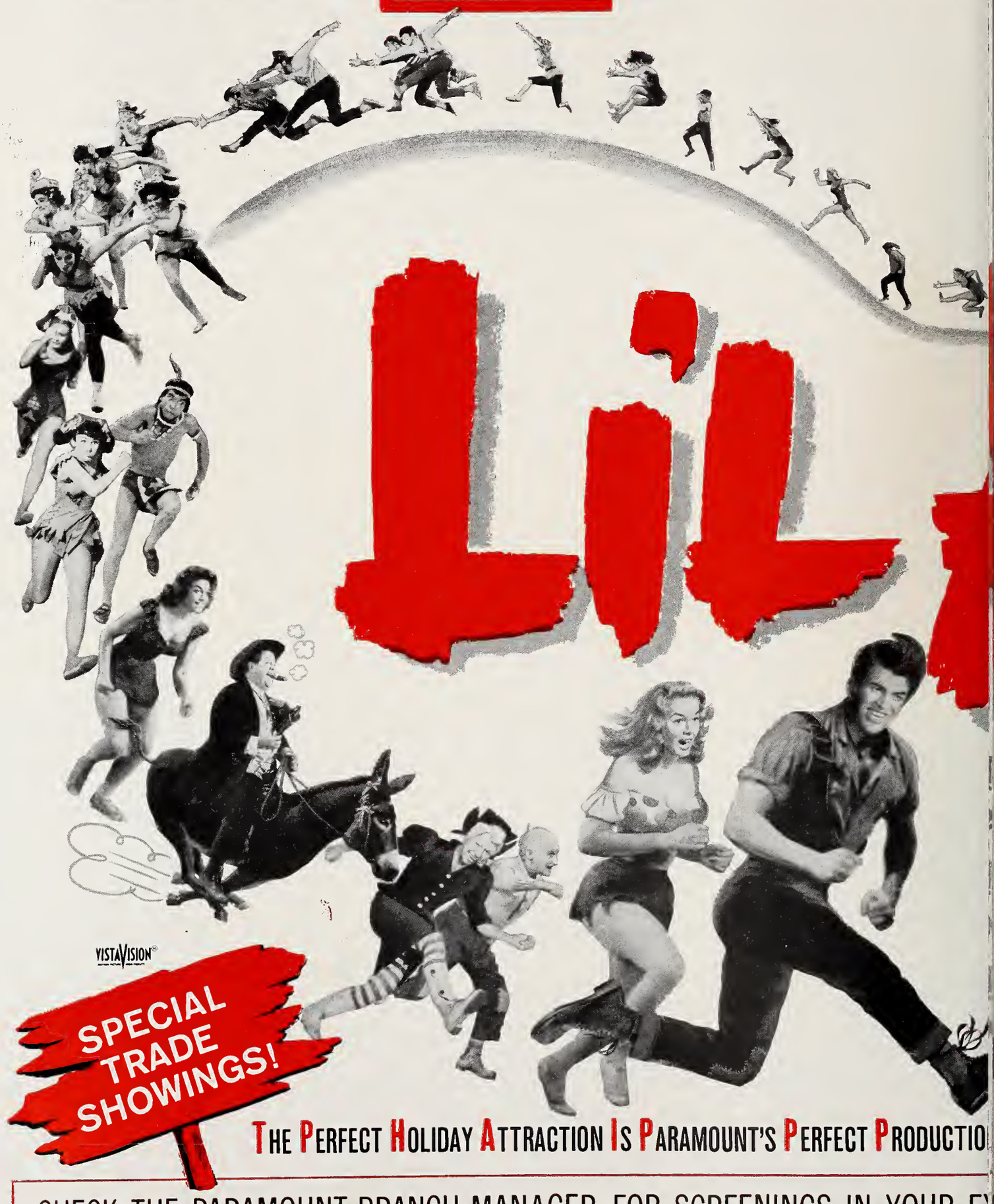
Weltner to Report

George Weltner, Paramount vice-president in charge of world sales, will report developments affecting the company's global distribution and production activities at a trade press luncheon conference in the home office dining room next Thusday. Weltner is scheduled to return here on Tuesday from an extended overseas tour.

Switch 'Infidel' Bow

The world premiere of Jerry Wald's production of "Beloved Infidel" at the Paramount Theatre here for the benefit of the Damon Runyon Fund, will be held on the evening of Nov. 17, at 8:30 P.M., instead of the originally scheduled Nov. 9.

THE BIG...THE ONLY FUN-AND-FAMIL



THE PERFECT HOLIDAY ATTRACTION IS PARAMOUNT'S PERFECT PRODUCTIO

CHECK THE PARAMOUNT BRANCH MANAGER FOR SCREENINGS IN YOUR EX

SHOW FOR CHRISTMAS IS PARAMOUNT'S

BIG, LIVE ABNER



TECHNICOLOR®

Big and alive with smash-hit SONGS!!

Big and alive and LAUGH-PACKED!!

Big and alive with eye-stunning DANCES!!

Big and alive and GIRL-STACKED!!



Big and alive with the wild, different flavor of the nation's favorite comic creation!!

L'L ABNER starring PETER PALMER · LESLIE PARRISH · STUBBY KAYE · HOWARD ST. JOHN · JULIE NEWMAR · STELLA STEVENS · A PANAMA and FRANK Production · Directed by MELVIN FRANK
Produced by NORMAN PANAMA · Written by NORMAN PANAMA and MELVIN FRANK · Based on the Characters Created by Al Capp · Lyrics by Johnny Mercer · Music by Gene de Paul
TECHNICOLOR®

NGE AREA! YOU'LL CHECK YOUR HOLIDAY BOOKING PROBLEMS AT THE DOOR!

Television Today

AB-PT Report

(Continued from page 1)

94 cents a share for the same period of last year.

Estimated net operating profit for the third quarter rose to $1,340,000 or 32 cents a share from $1,100,000 or 25 cents a share in the like quarter of 1958. Including capital gains, consolidated earnings for the nine months and the third quarter of 1959 were $1.26 a share and 36 cents a share, respectively. This compared with $1.00 a share and 25 cents a share for the like periods of 1958.

ABC Division Shows Gain

Theatre business continued to run ahead in the third quarter as it did in the second quarter compared with the comparable periods in the prior year. Third quarter results for the ABC division were also better than last year, Goldenson said.

While the company gave no breakdown of the nine months' earnings, Goldenson noted in a message to stockholders that the summer period is strong for theatres and "soft" for television. An AB-PT official said it would be safe to assume that theatre earnings outstripped television earnings in the third period but declined to say which division was the biggest contributor to the nine months' profit.

Record Company Purchased

AmPar Record Corp., AB-PT's phonograph record subsidiary, purchased Grand Award Record Corp., a successful recording company. This acquisition materially enhances AmPar's position in the industry and broadens the scope of its operation, particularly in the album and stereophonic recording field, Goldenson pointed out.

He also reported the acquisition, in September, of a minority interest in a company which will operate Costa Rica's first television station—the second purchase by the company of a minority interest in the international television field.

Noble Stock Acquired

The company also reported the purchase, on July 30, of 240,768 shares of its 5 per cent preferred stock held by the Estate of Edward J. Noble and by the Edward John Noble Foundation at a price of $19.25 per share. To give other preferred stockholders the same opportunity, a bid was maintained at that price on the New York Stock Exchange through Sept. 30. On that basis, 3,600 additional shares were purchased which reduced the outstanding preferred stock to 74,931 shares. The purchase was made to simplify the capital structure and to eliminate the dividend requirements on such stock.

Under the company's 1956 loan agreement, an additional $10,000,000 was drawn down on Oct. 1, evidenced by a 4.2 per cent note maturing on Jan. 1, 1978.

EAST COAST EDITORIAL
PRODUCTION AND TECHNICAL
SERVICES
CREATIVE EDITING AND COMPLETE
SUPERVISION — RE-EDITING OF
FEATURE FILMS AND TV SPOTS
FILM SERVICES FOR VIDEO TAPING
JOSEPH JOSEPHSON 45 West 45th St.
Circle 6-2146 New York 36

New CBS-TV Network Affiliations Listed

Station WFAM-TV, Lafayette, Ind., will resume broadcast operations on or about Nov. 1, rejoining the CBS Television Network as an interconnected EMP affiliate, it was announced by Carl Ward, vice-president and director of affiliate relations, CBS Television Network.

The station is now owned and operated by Sarkes Tarzian, Inc., Bloomington, Ind. The new owners have received FCC approval to change WFAM-TV's channel from 59 to 18, and the station will return to the air, operating on Channel 18.

At the same time, Ward announced that Canadian station CJSS-TV, Cornwall, Ontario, has joined the CBS Television Network as a secondary interconnected affiliate.

Ward also said that Station WABG-TV, Greenwood, Miss., commenced commercial operations on Oct. 20 and had joined the CBS Television Network as a non-interconnected affiliate in the extended market group.

'Face the Nation' Will Start 6th Year Nov. 8

"Face the Nation," produced by the Public Affairs Department of CBS News, celebrates the start of its sixth year of broadcasts on the CBS Television and CBS Radio Networks Sunday, Nov. 8. The program has followed a policy of bringing national and international figures to the nation's viewers in question-and-answer sessions with leading American newsmen.

NBC Appoints LaTerre

Appointment of Harvey (Mike) LaTerre as coordinator of sales development, NBC participating programs, was announced by Jerry A. Danzig, vice-president, NBC participating programs. LaTerre, who joins NBC from the J. Walter Thompson Company, will report to William Storke, director of sales in NBC participating programs.

Desilu Dividend 15c

HOLLYWOOD, Oct. 28. — The board of directors of Desilu Productions, Inc., have declared a quarterly cash dividend of 15 cents per share on its common stock, payable Nov. 27, to holders of record on Nov. 13.

MPEA Board

(Continued from page 1)

were not disclosed but it was said it would be studied further before a course of action was decided upon.

Griffith Johnson, vice-president for Europe, left here for Rome, Paris and London visits, to be gone about two weeks. Robert Corkery, vice-president for the Western Hemisphere, will leave here tomorrow to establish new territory headquarters in Mexico City. Irving Maas, vice-president for the Far East, is scheduled to leave Tokyo headquarters in the next two weeks for periodic visits to Formosa and southeast Asian countries.

Decision Reserved

(Continued from page 1)

decision will be deferred until after attorneys file briefs, which are due before Nov. 7.

Purchase of 80,000 shares of Loew's, Inc., stock by GIE was involved in the case through an amended complaint filed in December. Objections to the proposed settlement had been filed by stockholders Louis Heager and Irvin D. Miller. One of them, Miller, filed a motion to intervene in the action as a plaintiff.

According to the amended complaint, during September, 1958, GIE purchased 80,000 shares of Loew's at $21.50 a share, but earlier in the month Baldwin Securities Corp., one of the defendants, bought 86,000 shares of Loew's at $16 a share and Ira Gulden one of four individuals named as defendants, bought 2,100 shares at $14 a share. The other defendants are Edward Hopkinson, Jr., Henry B. Bryans and Richard T. Nalle.

'Night of Stars'

(Continued from page 1)

chairman of the affair. Proceeds of the event will go to the UJA to help further its program of refugee relief and Israel resettlement.

Balaban and Skouras, working on the East and West coasts, will actively assist in the organization of the extravaganza by personally inviting many of the top flight stars of the motion picture and television worlds to participate in the show.

New Role for Pidgeon

Walter Pidgeon, at a press gathering at "21" club this week, announced his acceptance of a new role: president of a steel fence company bearing his name. The Walter Pidgeon Steel Products, Inc., headquartered in Bala Cynwyn, Pa., was inspired by a remark to an Endorsements, Inc., executive that he would like to get into an industry tie-up. A group of Philadelphia steel and business men, led by Barrie Marks, engineered the formation of the firm, the main product of which will be Walter Pidgeon Estate Fences, backed by ads in national consumer publications.

'South Pacific' Completes First Year in Omaha

Special to THE DAILY

OMAHA, Oct. 28. — Coop Foundation Theatres placed a tw color, full page ad in the Omal Evening World-Herald to mark th completion of a full year's run f "South Pacific" in Todd-AO at th circuit's new Cooper Theatre her The picture is continuing at the the tre on a reserved seat, 10 perfor ances weekly policy. Its Omaha r has been exceeded by only three oth American cities and London.

Prominent business and civic figur were quoted in the ad as congrat lating the theatre for the successf run and the out-of-towners it h drawn to the city to the benefit other local businesses.

'Hur' Meetings

(Continued from page 1)

the conference. Robert J. O'Donne Raymond Willie and Frank Starz Inetrstate joined him and John Alle M-G-M's Southern division sales ma ager.

Today similar meetings will be he in Atlanta with the Wilby-Kincey C cuit. J. H. Harrison and Norris Hac way will met with Austin and oth local representatives of M-G-M a the circuit. "Ben-Hur" will have Atlanta opening on Christmas Day the Roxy Theatre.

The Miami meetings Monday w be held with Bingo Brandt and L Fishkin of Brandt Theatres. Bran will fly to Miami for the sessions. Th will be joined by Southern Divis sales and press representatives.

The Miami opening is set for D 23 at the Lincoln Theatre.

Exhibitor Response

(Continued from page 1)

turned here from a cross-country v to several exchange areas as part the Spyros P. Skouras sales drive.

"The reaction of theatremen 'Hound Dog Man'," said Harrison, overwhelming. We will have m than 1,500 playdates of the pict between now and Nov. 15."

The Jerry Wald production w world premiered in Monroe, L Tuesday evening before a sell-out dience who applauded another of picture's stars, Carol Lynley, on ha for the opening. Yesterday the Ci maScope—De Luxe color product began a ten-state saturation wh will provide the initial impetus for film's national release.

N. F. Collins, Sr., 71

ATLANTA, Oct. 28.—Nathaniel (Monk) Collins, Sr., 71, pioneer p jectionist here, died in a private hos tal. He worked at the Bailey Thea here until he became ill a year ago. that time he was chairman of the lanta licensing board for motion p ture operators. Survivors include a and two daughters.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 85 NEW YORK, U.S.A., FRIDAY, OCTOBER 30, 1959 TEN CENTS

British Propose

Changes in Personnel for Quota Films

Producer or Director Must Now Be British Subject

By WILLIAM PAY

LONDON, Oct. 29.—Either the producer or the director of a film made under the British Quota Act must be a British subject, under the Government's new Cinematograph Films Bill amending previous quota legislation introduced in the House of Commons today.

The new provision in the bill is interpreted by industry observers here as "tightening up" the definition of what constitutes a quota film. It is regarded as applying especially to Anglo-American production, implying as

(*Continued on page 4*)

Sees Arab Film Bans New Propaganda Drive

The banning in some Arab countries of Hollywood pictures either made by or starring Jews was foreseen as the start of a new wave of Arab League propaganda in this country by Milton Ellerin, director of the fact-finding committee of the Anti-Defamation League, in a speech at

(*Continued on page 4*)

FCC Approves 20th-Fox Purchase of TV Station

From THE DAILY Bureau

WASHINGTON, Oct. 29. — The Federal Communications Commission today authorized 20th Century-Fox Film Corp. to purchase a Minneapolis television station.

The station, KMSP-TV on Channel 9, is being purchased for $3,500,000 from National Telefilm Associates, Inc. The station will be actually acquired by a Fox subsidiary, 20th Century-Fox Television, Inc. The company owns no other broadcast interests but has indicated interest in acquiring other properties.

Columbia Lists Schedule for Visits Of Top Executives To See Exhibitors

Columbia Pictures yesterday announced the schedule of visits to be made by top executives to every area in the country to alert the industry that 1960 will be the year of "The Big C." Purpose of the top-level visits, which will take place within a four-week period, is to discuss with leaders of exhibition the release pattern for the 13 months beginning January, 1960, during which time at least 40 major films will be distributed by the company.

A. Montague, Columbia executive vice-president, is scheduled to visit Dallas, New Orleans and Atlanta to discuss "The Big C." While in Dallas, he will also meet top exhibitors from the Oklahoma City territory. The New Orleans meetings will be attended by exhibitors from the Mem-

(*Continued on page 5*)

MPA Publicity Group To Work with Compo Net

Ways in which Compo's 143-city network of publicity representatives can be used by the Motion Picture Association's publicity coordinating group and by other industry units were outlined by Charles E. McCarthy, Compo executive secretary, yesterday.

The publicity coordinating group, of which Phil Gerard, Universal Eastern publicity manager, is chairman, is a part of the MPAA advertising-publicity directors committee. It agreed at

(*Continued on page 5*)

Reade Will Speak at Meeting in Ontario

Special to THE DAILY

TORONTO, Oct. 29. — The annual meeting of the Motion Picture Theatres Association of Ontario will have Walter Reade, Jr., of Reade Theatres as guest speaker at the closing luncheon on Nov. 23. The meeting will discuss the presentation of the Asso-

(*Continued on page 4*)

WB Is Eager to Correct 'Oversights,' SAG Told

From THE DAILY Bureau

HOLLYWOOD, Oct. 29.—E. L. De Patie, Warner Brothers vice-president and general studio manager, yesterday expressed "shock" that the Screen Actors Guild has made public its charges of contract violations, and gave assurance that if any "oversights" are discovered they will be corrected immediately. De Patie declared the studio has every intention of adhering to its contractual obligations, and added

(*Continued on page 5*)

Unity, and Business Building Effort, Essential to Industry, Says Dollinger

Special to THE DAILY

COLUMBUS, Oct. 29.—If theatremen concentrated on business-building and forgot their differences regarding film rentals and other issues, they would be better off, declared Irving Dollinger, National Allied representative to the American Congress of Exhibitors, at the banquet held here last night as the closing feature of the convention of the Independent Theatre Owners of Ohio.

The Ohio group's convention, with its emphasis on business building, said Dollinger, "could well set a pattern for national Allied units. Any exhibitor must first get money in the box office before he can argue about its division. I can even conceive that I'd be willing to pay 60 per cent on a picture if I did enough business to justify that figure."

Dollinger said "there's no longer any real difference of interest between large theatre chains and the independent theatreman," adding that all theatres are concerned with the "improvement of the lot of all exhibitors, and all have basic desires and problems in common."

"Dollinger praised Horace Adams, retiring president of ITOO, pointing out that his ideas and counsel formed the basis for the organization of ACE. "He has always fought for the right of the little theatre owner to stay in business," said Dollinger.

Adams, honor guest at the banquet, said he will continue his interest in ITOO as a member of the board of directors. He was presented a plaque for his service to ITOO and Allied.

1st Case

UA Code Seal Appeal Will Be Heard Wed.

Meanwhile, Company Sets Double 'Anniversary' Date

The production Code Review Board will hear United Artists' appeal from the denial by the Production Code Administration of a code seal for "Happy Anniversary," a Fields Production being distributed by U.A., next Wednesday, Nov. 4, Eric Johnston, MPAA president, announced yesterday.

The case will be the first heard by the Code Review Board since it was enlarged more than two years ago to include exhibitor and independent producer members. Up to that time appeals from PCA code seal denials were heard by the Motion Picture Association board of directors. Independent producers complained that it put them in the position of having their code appeals decided by their competitors.

Meanwhile, Untied Artists said yesterday that "Happy Anniversary" will open at the Plaza Theatre here in a

(*Continued on page 2*)

Will Award Automobile At the Pioneers Dinner

A Ford 1960 Thunderbird will be awarded to a lucky ticket holder at Motion Picture Pioneers dinner, which will be held here on Nov. 23 at the Waldorf-Astoria. Proceeds from this feature of the occasion will be used for the benefit of the Motion Picture Pioneers Foundation. Morey Goldstein, general chairman of this year's

(*Continued on page 5*)

Set Holiday Dates for 'Wreck of Mary Deare'

Metro-Goldwyn-Mayer has set a series of key city Thanksgiving holiday bookings for "The Wreck of the Mary Deare" to follow the world premiere of the Julian Blaustein Production at the Roxy Theatre here Nov. 6.

Among the key dates announced by

(*Continued on page 5*)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from Hollywood following 10 days at the studios.

•

PANDRO S. BERMAN, producer, arrived in New York yesterday from the Coast.

•

TED MANN, theatre operator of Minneapolis, has returned there from New York.

•

JACK WEBB, star-producer-director of "—30—" for Warner Brothers, will arrive here on Sunday from Buffalo.

•

WALTER SHENSON, producer, now in New York from London, will leave here over the weekend for Hollywood.

•

MARK ROBSON, producer, arrived in New York yesterday from the Coast.

•

WILLIAM CASTLE, producer of "The Tingler" for Columbia, will arrive here today from Hollylwood.

•

MRS. ROBERT NELL gave birth this week to a girl at St. Vincent's Hospital here. Father is an account executive with Foote, Cone & Belding.

Gordon for 'Pirates'

HOLLYWOOD, Oct. 29. — "The Boy and the Pirates," budgeted at over $1,000,000, will be produced and directed by Bert I. Gordon, it was announced today by United Artists. Gordon is bidding for Cyril Richard to play the role of the pirate. Lillie Hayward and Jerry Sackheim are working on the script and Gordon has set Oct. 3 as the starting date.

Gifford Changes Name

Gifford Animation, Inc., has changed its name to Gifford-Kim Productions, Inc., Lewis Gifford, president of the company, announced here. The step was taken, Gifford explained, to acknowledge the responsibility of Paul Kim, the firm's vice-president and also to reflect more accurately the expanded nature of the business.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"A SUMMER PLACE"
Starring
RICHARD EGAN DOROTHY McGUIRE SANDRA DEE ARTHUR KENNEDY TROY DONAHUE
Written, produced and directed by DELMER DAVES
A WARNER BROS. Picture In TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "FALL FROLIC"

Booking Controls Asked In Michigan Trust Suit

Special to THE DAILY

DETROIT, Oct. 29.—A request by Joseph P. Uvick, operator of the Burton Theatre, Flint, Mich., that the district court appoint an officer to oversee clearance practices until a decision has been reached in his anti-trust suit against the Butterfield Circuit and six film distributors was taken under advisement today by Judge Miles N. Culehan. Uvick has sued the circuit and 20th Century-Fox, Columbia, Warners, Loew's, Paramount, and United Artists, asking damages of $60,000.

Decision Before Nov. 15

Judge Culehan is to make a decision on appointment of an overseer who would control bookings of films to Butterfield and the Burton Theatre, between now and Nov. 15.

Uvick brought his suit under the Michigan anti-trust law, passed in 1899, which has far stronger teeth than Federal laws. Defendants are understood to be seeking to move jurisdiction in the case to a Federal court.

'Anne Frank' Awarded Catholic Grand Prize

Special to THE DAILY

COLOGNE, Germany, Oct. 26 (By Air Mail).—The American motion picture "The Diary of Anne Frank" has been awarded the international grand prize of the International Catholic Film Office. The picture, produced by George Stevens, tells the story of a Jewish girl who was confined for years in hiding with her family in Amsterdam, and finally died in a Nazi concentration camp.

The Catholic film office jury said the motion picture gives touching evidence of belief in the goodness of man and confidence in God.

Msgr. Bernard Named Pontifical Consultor

Special to THE DAILY

VATICAN CITY, Oct. 26 (By Air Mail).—Msgr. John Bernard, president of the International Catholic Film Office, has been named a consultor of the Pontifical Commission for Motion Pictures, Radio and Television.

Msgr. Bernard, of the Luxembourg diocese, has been a member of the commission's college of experts.

Switch Theatre Opening

DALLAS, Oct. 29. — The new Preston Royal theatre here will open on Nov. 11 instead of today as originally planned, according to Bob Euler, head of theatre operations for McLendon Corp. The theatre will be the first new one here in 12 years. A trade and press showing will be held on Nov. 9.

M-G-M to Film 'Mutiny' In Camera 65 Process

From THE DAILY Bureau

HOLLYWOOD, Oct. 29.—"Mutiny on the Bounty," more than a year in preparation, has been definitely scheduled by Metro-Goldwyn-Mayer for filming this summer, in authentic South Sea locales, as its biggest all-star production of the coming year, it was announced by Sol C. Siegel, studio head. Aaron Rosenberg will produce the epic story for Arcola Productions.

The picture is to be photographed in color and the Camera 65 process used in the making of "Ben-Hur."

Bell, Howell Merger With Firm Is Approved

Special to THE DAILY

CHICAGO, Oct. 29.—A proposal to merge Consolidated Electrodynamics Corporation with Bell & Howell Company was approved in principle today by the directors of both companies. It is planned that a detailed merger agreement will be developed and submitted to the directors and shareowners of both companies for approval.

Both boards have agreed in principle that if the merger is approved, there would be a distribution of three additional Bell & Howell common shares for each four shares presently held. Following this distribution, CEC shareowners would receive one share of Bell & Howell common stock in exchange for each share of CEC.

Bell & Howell's principal products are motion picture and photographic equipment, optics, audio-visual devices, microfilm equipment, and film, and inserting and mailing machines. CEC is a leading supplier of aviation and missile test equipment, electronic instrumentation and control systems, magnetic tape equipment for instrumentation and data processing, and vacuum systems and controls.

Lopert Leaves Today On Film Buying Tour

Ilya Lopert, president of Lopert Films, Inc., will leave here today for an extended tour that will cover most of Europe, as well as India. He will fly first to Copenhagen and thence to the Soviet Union where he will be a member o fthe American film delegation attending the Moscow premiere of "Marty," one of several American films chosen for a mutual exchange of U.S. and Russian motion pictures at the behest of the State Department.

From Moscow, Lopert will fly to India. On his return trip to New York, he will visit Rome, Paris and London for further discussions on motion picture product to be selected for ultimate release in the United States by Lopert Films.

UA to Appea

(*Continued from page* 1)

day-and-date booking with its ow Victoria Theatre on Broadway. Th Victoria engagement, as previous announced, begins with a night pr miere on Nov. 10.

There was immediate speculation the trade as to whether this implie that U.A. has decided in advance th it will abide by an adverse decision the appeal board and cut the pictu as directed, or whether it would de an adverse decision and open the pi ture without a Code seal. There is course the other possibility, that it wi be upheld on appeal and PCA be o dered to issue a seal to the pictu without change.

No official comment could be ob tained on such speculation.

The picture will be screened for th code review board at the United Ar tists home office projection roo Wednesday morning. Following lun cheon at the Hotel Astor, board mem bers will hear oral arguments on be half of the appellants and the PC before making their dicision.

Ten Others on Board

The board includes in addition t MPAA directors, six exhibitor mem bers and four independent producers The exhibitor members are: Russel Downing, Leopold Friedman, Leon ard Goldenson, George Kerasotes Ben Marcus and Sol Schwartz. Th independent producer members ar John Ford, William Goetz, Stanle Kramer and George Sidney.

While the PCA's reasons for with holding the code seal from the pictur were not officially disclosed, it wa reported they were based for the mos part on dialogue which has minor chil dren speaking lines which include ref ence to pre-marital relations betwee their elders.

Four More Join TOA

Four more theatres in Louisiana and Maryland have been enrolled in the Theatre Owners of America, TOA's New York headquarters dis closed. Joel Bluestone of New Orleans has joined with his New Gretna Green Drive-In of Gretna, La., and his Ren Drive-In of McComb, Miss. In Maryland, John Manuel has brought his Belair Drive-In of Belair, into TOA, and Robert Marhenke of Baltimore has joined with his Pen nington Theatre of Baltimore. Both Manuel and Marhenke have also signed signed with the new Maryland Theatre Owners Association, a TOA regional affiliate.

'Miracle' Next at Hall

"The Miracle," a Warner Bros. re lease, will have its world premiere at Radio City Music Hall following the current engagement of Warner Bros.' "A Summer Place."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

This has been going on since 1917!



Yes sir, National Carbon Company has provided free screen lighting technical assistance to the industry since 1917. Today, 12 sales engineers—equipped with compact service kits containing the most modern tools in the trade—are ready to assist on any screen lighting problem you might encounter.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. It's a tough combination to beat—the best in product . . . the best in service. You'll realize the ultimate in picture quality at the lowest overall cost.



Each salesman's kit contains the following modern equipment: brightness meter, voltohmmeter, clamp-on ammeter, dummy lens, set of alignment rods and accessories, pin-hole apertures, split-plate aperture plates, stop watch, micrometer, ruler and slide rule.

UNION CARBIDE

"National" and "Union Carbide" are registered trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N. Y.***

OFFICES: Atlanta, Chicago, Dallas, Houston, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **CANADA:** Union Carbide Canada Limited, Toronto

TENT TALK

Variety Club News

DETROIT—William M. Wetsman has been returned to office for an unprecedented third term as chief barker of Tent No. 5 His first and second assistants will be, respectively, Woodrow R. Praught and Alden Smith. Praught was, until his transfer to Detroit as president of United Detroit Theatres, chief barker of the Des Moines club. Reelected for second terms were: Fred P. Sweet as dough guy and William Clark as property master.

△

CLEVELAND—Tent No. 6 elevated Irwin Shenker of Berlo Vending Co. to serve as chief barker for the coming year. He succeeds Jim Levitt, Buena Vista branch manager. First assistant will be Will Dougherty, WJW-TV; second assistant Harry Buxbaum, Universal branch manager; secretary, Stuart Wintner, Memphis Amusement Co., and treasurer, Sanford Leavitt, Washington Circuit.

△

BALTIMORE — Some 50,000 spectators are expected to attend the "Variety Bowl" football game between Navy and the University of Maryland at Memorial Stadium on Nov. 7. It will be a benefit for the club's Heart Fund, and will be followed by a Victory Dance at Variety's clubrooms.

CBS Spot Sales Meet In Philadelphia Monday

Special to THE DAILY

PHILADELPHIA, Oct. 29. — CBS Television Spot Sales will conduct a special meeting of promotion directors of represented stations here on Monday at the Warwick Hotel at 7:00 P.M. The meeting, to be conducted by W. Thomas Dawson, director of sales promotion and research, CBS Television Spot Sales, will coincide with the Broadcasters Promotion Association's convention.

A comprehensive agenda has been planned by Dawson. Subjects for discussion include sales promotion, audience promotion, merchandising, research, publicity, stations image and trade advertising.

Reade Will Speak

(*Continued from page* 1)

ciation's brief to the Ontario Provincial cabinet on the subject of the amusement tax. A two-hour meeting was held in which the request for exemption of the tax up to and including 75 cents admission was made.

The meeting will also discuss a brief now in the hands of Minister of Travel and Publicity Bryan Cathcart, who speaks for the Theatres Branch and Board of Censors in the Legislature. This brief suggests certain revisions to The Theatres Act which would lead to reduced insurance and other benefits and it is under consideration.

REVIEW:

Happy Anniversary

United Artists—Fields Productions

DAVID NIVEN, ALWAYS an expert comic actor, here co-stars with Mitzi Gaynor in one of the raciest and most sophisticated farces ever to reach the motion picture screen. "Happy Anniversary," based on the Jerome Chodorov and Joseph Fields stage hit of several seasons back, may also be one of the year's big money-makers, if the audience reaction at a "sneak preview" in New York earlier this week is any sign of things to come. The audience at Loew's Sheridan found the picture sometimes explosively funny.

"Happy Anniversary" is a bright, irreverent tale of New York's upper middle class, personified by lawyer Niven and his wife (Miss Gaynor), who in the course of the picture are celebrating their 13th wedding anniversary. All is happy and comparatively serene in their household (which includes two precocious children and one maid) until a tipsy Niven reveals to his wife's parents, Loring Smith and Phyllis Povah, that the occasion may legally be their daughter's 13th wedding anniversary, but is actually the 14th anniversary of her union with him.

This confession almost wrecks the previously happy home, not the least of the complications being that little Patty Duke and Kevin Coughlin, Niven and Miss Gaynor's children, overhear the confession and the ensuing arguments. Believing that her parents are drifting towards divorce, Miss Duke, who is probably all of seven years old, goes on a TV show called "Kiddie Kounsel" to seek advice, telling the nation's televiewers that her parents' problem stems from "something called pre-marital relations."

The subject of pre-marital relations actually is the basis for the film's biggest comedy moment. Thus exhibitors will do well to see the film for themselves in order to gauge its possible effect in their specific locations.

THE FILM, HOWEVER, also takes some funny potshots at less controversial subjects, particularly television (both programs and viewing habits), in-laws, progressive schools, among other things. A running gag in the picture is Niven's antipathy to TV, which results first in his kicking in the screen of a TV set presented to him by his wife's parents, and then the screen of a set presented by family friend, Carl Reiner.

The Chodorov and Fields screenplay, the dialogue of which is full of topical allusions and fun, has been slickly directed in good farce tradition by David Miller. But it's the performances, especially those of Niven and Smith and Miss Povah, which give the film style and make the lightweight events momentarily appealing. The picture utilizes several New York City locations—Gramercy Park, Greenwich Village's Eighth Street and the Earle Hotel—for good background effects.

Ralph Fields produced for Fields Productions and United Artists release. Others in the cast are Monique Van Vooren, as Reiner's girl friend, and Elizabeth Miller, as the family maid.

Running time, 81 minutes. Adult classification. Release, in December.

VINCENT CANBY

Palance for 'Austerlitz'

HOLLYWOOD, Oct. 29. — Jack Palance has been signed to star in "Austerlitz," which will be produced by Alex Salkind and directed by Abel Gance for Compagnie Francaise de Production International. Also playing starring roles will be Orson Welles, Leslie Caron, Martine Carol and Gerard Phillippe. The picture will be filmed in its entirety in Yugoslavia.

Correction

Due to a typographical error it was reported in MOTION PICTURE DAILY yesterday that the stockholders' meeting of Columbia Pictures on Dec. 21 will be at night. The meeting, which is in lieu of the annual meeting, will be in the daytime at the home office.

Lederer WB Producer

HOLLYWOOD, Oct. 29.—Richard Lederer has been named a Warner Bros. producer, assuming his new duties immediately, Jack L. Warner, president, has announced. Lederer, for the past nine years, has been associated with Gil Golden, national advertising manager for Warners, the past two years at the Burbank, Calif., studio.

Kingsley Gets Cartoon

The cartoon, "The Violinist," produced by Pintoff Productions, which received the Roy Thompson Award at the recent Edinburgh Festival, has been acquired for American distribution by Kingsley International Pictures.

British Quot

(*Continued from page* 1)

it does only one producer or direct on a given film may be foreign.

The bill, which extends the qu legislation until the end of 1967, w have a second reading, probably ea next month.

Other changes in the bill bri newsreels within the scope of t Quota Act and also pictures made u der an international agreement which the British Government is party even though they do not co form to the requirements of the pre ous Act.

'Taped' and 'Wired' Included

A further provision of the new b brings films made in the new tec niques, such as magnetic tape or wi within the "ambit" of the Act.

The industry was surprised tod to find that the new ordinance do not include 70mm films as "standard The bill continues to define "stan ard" as 35mm.

Arab Film Bans

(*Continued from page* 1)

the first fall luncheon of Cine Lodge B'nai B'rith yesterday at t Hotel Astor.

The luncheon, which was attend by over 100 representatives of t amusement industry, marked the co clusion of the Lodge's annual fu raising drive in which $25 contrib tion shares certificates were sold behalf of the various B'nai B'r agencies. Purchasers of the shares p ticipated in a drawing at the lunche in which a 1959 Cadillac was won Mrs. Harold Saltz, wife of Univer Pictures' branch manager in Washi ton, D. C., and a television set Harold Berkowitz, a West Coast torney.

Schwalberg Presides

Two other guests of honor we Susan Sabot, film and video perfor er, and Jean Courtney, TV actre Alfred W. Schwalberg, Lodge pr dent, presided over the meeting.

Seated on the dais were: Joseph Rosen, Robert K. Shapiro, Burton Robbins, Martin Levine, Saul Rogers, S. Arthur Glixon, Jack Levin, Adolph Schimel, Irving Greenfield, Arthur Israel, Jr., Jose Maharam, Leo Jaffe and Stew Engel. Rabbi Ralph Silverstein ga the invocation.

'Art' Theatres War for Top Newspaper Listings

Special to THE DAILY

PHILADELPHIA, Oct. 29. — a battle to obtain first listings in t alphabetical newspaper listings neighborhood newspapers, two th tres in the "A" category and b "art" houses, are engaged in alphabetical war. What was once Abbey and the Overbrook is n listed as the Aabee to assure top p tion, and the Aart Overbrook to the listing right next to it.

PEOPLE

Lionel Lester has been named airman of the annual Pioneer of Year Award dinner of the Canan Picture Pioneers to be held in ronto Nov. 26. Others on the comttee are Ralph Dale, George Altn, Martin Simpson and Len shop. □

Foster Blake, industry veteran most cently sales manager for Rank Film istributors of America, has joined vorite Films, effective Monday, as sistant to the president. □

Walter Rodby, choral conductor d arranger, has been elected to embership in the American Society Authors, Composers and Publish-s. □

Donald A. Sweet, formerly sales presentative for Roger Wade Proctions, has joined Hartley Producns here in the same capacity. □

Robert Montgomery and James gney, producer and star, respecely, of "The Gallant Hours" for ited Artists, today will be honed by the Salmagundi Club at its fth Avenue headquarters. They will ceive scrolls granting them life embership in the organization.

IPA Publicity Group

(*Continued from page* 1)

e meeting with McCarthy to work th Compo when needed as its New rk metropolitan area contact.

The group also agreed to handle ecial releases prepared by Taylor ills, MPAA information officer here, connection with Children's Book eek, which stars Sunday. Seven or ght standard film classics on the PAA Green List are based on works pular with children and will be tied with national observance of the eek.

The publicity committee agreed to lp line up stars for appearance at e Washington premiere Nov. 10 of e first Soviet film to open in the .S. as part of the cultural exchange greement with Moscow. The film, The Cranes Are Flying," is being istributed by Warner Bros.

A request for publicity and promonal cooperation in connection with ariety Club International's Week ext February was favorably acted on by the committee also, as in revious years.

Zugsmith Signed by U-I

HOLLYWOOD, Oct. 29. — Albert ugsmith and Universal - International have completed negotiations for ugsmith to make "Survey: the eenagers" for U-I, it has been announced by Edward Muhl, U-I vice-resident in charge of production. rving Shulman will write the screenlay based on Zugsmith's original ory, treating the subject in a semiocumentary manner.

REVIEW:

Edge of Eternity

Columbia—CinemaScope

THE SILENT crags of the Grand Canyon provide a dramatic setting for this modern whodunit Western. Distinguishing the film are a variety of "you are there" film devices, such as car's-eye views of treacherous roads and plane's-eye views which lurch and glide through the cavernous landmark.

An automobile and man hurtling over the Canyon's edge start the picture, and a fight in a cable-car miles above the Canyon's floor ends it. In between, the picture offers a fast-moving story touched with suspense and some unusual character development. CinemaScope and color are used to record the terrain effectively.

Two of the performances are especially worthy of note. As the always-joking, kicks-hungry innkeeper, Mickey Shaughnessy is the eternal prankster, and his last-minute guilt makes his part all the more unsettling. Victoria Shaw glows in color and through a constant change of costumes; she projects the hi-jinks spirit of a wealthy miner's daughter who knows what she wants and how to get it.

The deputy sherrif is played by Cornel Wilde, and as his wizened superior by Edgar Buchanan, who gives a creditable performance. Portraying Miss Shaw's debauched brother is Rian Garrick, who makes the poor little rich boy, deceitful and weak. The roles of the various citizens around the Canyon are authentically depicted.

The plot concerns three murders committed by Shaughnessy to cover up his theft of gold from an idle, though rich, mine. Wilde comes into the case, and gets romantically attached to the mine-owner's daughter, Miss Shaw. The son is in collusion with Shaughnessy to spite his father. All the illegalities are solved by the end.

Donald Siegel's direction is excellent, and he keeps the camera moving through the motel-highway-automobile environment of the Canyon. Shots of gas stations at dawn, neglected mine shafts, stretches of winding road, and, most impressively, the burnished rocks of the Canyon create an evocative atmosphere. Bringing the action right into the Canyon gives the picture an added fillip. The color in this Kendrick Sweet production is well done, and the Knut Swenson-Richard Collins screenplay makes full and exciting use of one of the world's largest sound stages.

Running time, 80 minutes. General audience classification. November release.

JERROLD A. WEITZMAN

'Movie Promise' Urged For Italian Movement

Special to THE DAILY

ROME, Oct. 27 (By Air Mail).— Members of the Catholic Action Movement in Italy have been urged to recite a newly drawn up "movie promise," the Italian equivalent to the Legion of Decency.

The pledge says in part: "Conscious of my dignity as a Christian, I promise not to attend movies which affirm principles contrary to the doctrine of the Gospel or which, not respecting the norms of Christian morals, constitute a threat to virtue and an occasion of sin."

Italian Catholic Action headquarters has also circulated among diocesan secretaries of movie committees the text of government warnings to enforce non-admission of youngsters to movies ruled to be too advanced for those under 17 years of age.

'400 Blows' Bow Slated

"The 400 Blows," a French film being released in the U.S. by Zenith International Films, will have its American premiere at the Fine Arts Theatre here on Monday, Nov. 19.

WB Eager to Correct

(*Continued from page* 1)

there have been no "intentional violations" of its SAG contract.

De Patie pointed out that "the pressured pace of modern television production brought with it an increase in the studio's employment in excess of 50 per cent above normal, and it is possible that normal procedures might have failed," adding that if the television expansion has resulted in "inadvertent errors affecting players, it is also true that the flourishing television program has provided top studio employment and opportunity for stardom given many players who were unheard of only a short time ago."

Automobile Award

(*Continued from page* 1)

dinner, yesterday emphasized the fact that while the principal purpose of the dinner is to bring together friends of long standing for a convivial evening, it should not be forgotten that the basic aim of the organization is to help those of the industry who are in need.

This year's Pioneer of the Year is Steve Broidy, president of Allied Artists.

Columbia Lists

(*Continued from page* 1)

phis area and the Atlanta conferences will include exhibitors from the Jacksonville and Charlotte territories. Exact dates have not yet been set.

Leo Jaffe, first vice-president and treasurer, who inaugurated the project at a meeting with 52 exhibition executives in New York last week, will visit Boston on November 5. The Boston meeting will include showmen from the Albany and New Haven Areas as well. Jaffe has already met with Philadelphia and Buffalo exhibitors in connection with the project.

Samuel J. Briskin, vice-president in charge of West Coast activities, will meet with theatremen from the Los Angeles, Seattle, San Francisco, Denver and Salt Lake City territories.

Lazarus to Cincinnati

Paul N. Lazarus, Jr., Columbia vice-president, is slated to visit Cincinnati on Nov. 16, Cleveland on Nov. 18, Pittsburgh on Nov. 19 and Chicago on Dec. 2. Lazarus has previously met with exhibitors in Washington, D.C.

Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity, will discuss plans for "The Big C" with exhibition leaders in seven cities. He will visit Minneapolis on Nov. 2, Des Moines on Nov. 4, Kansas City on Nov. 5, Detroit on Nov. 16, Milwaukee on Nov. 17, St. Louis on Nov. 18 and Indianapolis on Nov. 19.

'Wreck of Mary Deare'

(*Continued from page* 1)

Jack Byrne, M-G-M vice-president and general sales manager, are openings between the 17th and the 26th of November at: Orpheum, Boston; Plaza, Charlotte; Palace, Memphis; State, New Orleans; Century, Baltimore; Orpheum, San Diego; El Portal, Las Vegas; Warfield, San Francisco; Orpheum, Seattle; Buffalo, Buffalo; Loew's, Rochester; State, Syracuse; Loew's, Dayton; State, Cleveland; Loew's, Akron; Valentine, Toledo; Adams, Detroit; Loew's, Indiana; U.A., Louisville; Penn, Pittsburgh; the Woods, Chicago; and a multiple run opening in the Los Angeles area.

These key openings will be followed at Christmas with another series of bookings in important cities across the country.

No Plans for TV in South Africa at Present

Special to THE DAILY

JOHANNESBURG, South Africa, Oct. 29. — Television will not be introduced into South Africa, according to Albert Hertzog, Minister of Posts and Telegraphs. He explained that two circumstances could have "detrimental effects"; parents have no control over TV programs and it is almost impossible to exercise state control over the medium.

PROTECTION AT THE BOXOFFICE!



"We're having our trailers delivered by armored car to remind us there is no more valuable box office protection than trailers!"

George G. Kerasotes
President,
Kerasotes Theatres
Springfield, Illinois

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 86 NEW YORK, U.S.A., MONDAY, NOVEMBER 2, 1959 TEN CENTS

EDITORIAL

ACE a Year Old

By Sherwin Kane

THE American Congress of Exhibitors, whose executive committee is scheduled to meet with members of the board of the Motion Picture Association once again this afternoon in continuing efforts to arrive at solutions to some of the more pressing exhibition problems of the day, will mark the first anniversary of its organization twelve days hence.

In its brief existence, many feel that ACE has made a substantial contribution to the future of exhibition and to the advancement of intra-industry understanding and harmony.

•

It has done so by bringing together for mutual endeavors the divers elements within exhibition and providing them a common voice and a joint goal. It has done so, also, by being the instrument for assembling responsible representatives of all of exhibition at the same conference table with their production-distribution counterparts.

Admittedly, this is but a beginning. The time, perhaps, has been too brief to expect more.

The effective, working principals of both sides have been brought together for the first time in the modern day experience of the industry; that is, the post-television era.

It supplies the occasion for the first industry-wide consideration of business problems which, if left to themselves longer, might well become fatal to all.

•

In its first year, ACE has brought together those who want to see something done, and those who, if they will, can put the corrective machinery into motion.

It remains for the future to reveal just what ACE eventually will accomplish. In the meantime, however, ACE has made it possible for the leaders of often antagonistic industry elements to gather together at a table and learn for the first time that the man opposite is not an adversary so much as he is a fellow-worker beset with trying problems of his own.

Out of this is emerging a better perspective on the part of responsible trade leaders toward their own and the other fellow's difficulties; a better understanding and a far better atmosphere in which to search for the answers to the problems of the day.

New York Exhibitor Groups Commend NSS; Urge Anniversary Participation

Memberships of the two New York exhibitor organizations, the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York, representing virtually all movie theatres in the New York metropolitan area, at separate meetings have endorsed a joint resolution commending National Screen Service. The joint resolution coincided with the "Once-in-A-Lifetime Tribute to Trailers," the principal theme of National Screen—40th Anniversary celebration.

Both exhibitor organizations went

(*Continued on page 2*)

New England Business Drive to Be Mapped

Special to THE DAILY

BOSTON, Nov. 1. — Representative exhibitors from the six New England states have been invited to meet here this week to discuss a cooperative, regional business building campaign, the first of its kind to be staged in this area.

Edward W. Lider, president of Independent Exhibitors of New England, is sparking the business promotion campaign planning and has asked every theatre owner and circuit head

(*Continued on page 4*)

Rockefeller Assumes Roxy Theatre Control

Rockefeller Center, Inc., owners of the Roxy Theatre property since August, 1956, assumed operating control of the theatre at the weekend, G. S. Eyssell, president of Rockefeller Center, announced.

Robert C. Rothafel, who has been managing director of the 5,800-seat theatre and head of the syndicate which has been operating it under

(*Continued on page 4*)

NBC-TV Extends 'Oscar' Option Deadline Time

NBC-TV has extended the deadline for a commitment on industry sponsorship of the Academy Awards telecast next April 4 from last Saturday for an additional several days.

With member companies of the Motion Picture Ass'n. still endeavor-

(*Continued on page 6*)

N. E. Exhibitor Wins Conciliation Relief

Special to THE DAILY

BOSTON, Nov. 1.—Julius Covitz of the Fairmount Theatre in Hyde Park, Mass., was reported at the weekend to be the first New England exhibitor to have secured total relief in a conciliation meeting with a local branch man-

(*Continued on page 4*)

Adhere to TV Code or Face Federal Control, Broadcasters Are Warned

Special to THE DAILY

ATLANTA, Nov. 1—Gaines Kelley, a member of the Television Code Review Board of the National Association of Broadcasters, said here at the weekend that the broadcasting industry either must govern itself effectively or "be governed" and urged closer adherence to the NAB Television Code.

Kelley, who is general manager of WFMY-TV, Greensboro, N. C., addressed the television session of the NAB Fall Conference at the Dinkler-Plaza Hotel.

"The quiz show incident has catapulted every individual TV station into the limelight," he said. "Though the individual stations were not to blame, the dirt rubs off. And it makes little difference in this case of the purpose or extent of the deception."

Kelley said that the question of quiz shows was only one aspect of television's "current crisis." Other factors are the opportunity for voluntary self-regulation "through active adherence to our own standards"; the threat of government programming regulation; "a deteriorating image of the industry in the public eye"; the continued creation of an "acceptable framework and atmosphere for our advertisers"; and more careful observation of programs

(*Continued on page 6*)

TELEVISION TODAY—page 6

Names Three

Para. Moves to Acquire More Films Abroad

Weltner Says Will Augment Schedules World-Wide

By WILLIAM PAY

LONDON, Nov. 1. — Paramount has designated three of its overseas representatives to actively collaborate on acquisition of product this side to augment its native releases.



George Weltner

The doors of Paramount are open to any producer who has a good, marketable feature-length motion picture available for distribution, either on a world-wide or country-by-country basis, George Weltner, vice-president of Paramount Pic-

(*Continued on page 3*)

Pleas for More Television Viewing Hours in Britain

From THE DAILY Bureau

LONDON, Oct. 29 (By Air Mail). —A plea for more TV viewing hours —present regulations limit them to 50 hours studio programmes a week —was made by Val Parnell, managing director of Associated TeleVision, in a statement prior to his departure for Australia.

"The sad truth about British television," he said, "is that we are all hamstrung by this unnecessary red tape which forbids TV to stay on the air a minute longer than the rules allow. The need for extra TV hours is urgent. Without them, the whole development of British television is being held up. We cannot experiment with new programmes in off-peak periods and, what is more important, we could give viewers better service."

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, has returned to Boston from Rome.

•

DAVID A. LIPTON, vice-president of Universal Pictures, will arrive in New York today from Hollywood.

•

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, left here by plane over the weekend for Hollywood for conferences with BUDDY ADLER.

•

JEAN GOLDWURM, president of Times Film Corp., and MRS. GOLDWURM, will return to New York from Europe today aboard the "Liberte."

•

CARL PEPPERCORN, vice-president in charge of sales for Continental Distributing, Inc., will return to New York today following a Coast-to-Coast sales trip.

•

FRED GOLDSMITH, vice-president of Film Alliance Corp., was married yesterday in Wilton, Conn., to JUDITH LATIMER, dancer.

•

DAVID WAYNE, who co-stars with PAUL MUNI in "The Last Angry Man," has arrived in Philadelphia from Hollywood.

•

MRS. ARTHUR PINE, wife of the head of Arthur Pine Associates, has given birth to a girl, AUDREY SUSAN, at Beth Israel Hospital.

•

IRVING RUBINE, vice-president of Highroad Productions, left New York at the weekend for Athens, where he will confer with Greek government officials on filming plans for "The Guns of Navarone."

•

JAMES STEWART has arrived in London from New York.

•

SHEILAH GRAHAM will arrive in New York on Friday to attend the Nov. 17 premiere of 20th Century-Fox's "Beloved Infidel."

•

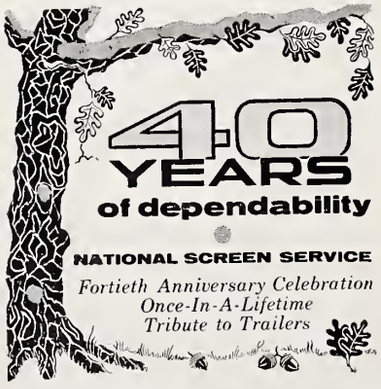
ELI WALLACH has returned to New York from Hollywood.

•

JULIAN BLAUSTEIN, producer of "The Wreck of the Mary Deare" for M-G-M, will arrive in New York today from the Coast.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Election Day.



Exhibitor Groups Laud NSS

(Continued from page 1)

on record urging their theatre-owning members to participate in the NSS celebration by taking time out in appropriate fashion to reflect on the importance of trailers, "a most valuable showmanship tool."

ITOA and MMPTA also congratulated the "Prize Baby" for its years of dedication to all civic, patriotic and philanthropic causes in addition to its efficient day-to-day service to the motion picture theatres, a service "without which there would be a tremendous void."

The joint MMPTA-ITOA resolution follows:

"Whereas National Screen Service, on October 15, 1959, began a special 40th anniversary observance dedicated to a 'Once-In-A-Lifetime Tribute to Trailers'," and

"Whereas all segments of the motion picture industry have been invited to join in this 'Once-In-A-Lifetime Tribute,' which is motivated by the fact that trailers are generally taken for granted, and

"Whereas exhibitor members of the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association, representing virtually all of the movie theatres in the metropolitan New York area, have been using trailers since the pioneering days of the industry and recognize them as a most valuable showmanship tool

Urges 'Taking Time Out'

"Now, therefore, be it resolved that the MMPTA and ITOA go on record during this 'Once-In-A-Lifetime Tribute to Trailers' and urge its members to participate in the celebration by taking time out in appropriate showmanship fashion to reflect on the importance of trailers, and

"Be it further resolved that the MMPTA and ITOA congratulate National Screen Service for its years of dedication to all civic, patriotic and philanthropic causes and for its necessary and efficient day-to-day service to the motion picture theatre, without which there would be a tremendous void."

Cinerama Renews Lease On Theatre in Boston

Special to THE DAILY

BOSTON, Nov. 1.—Cinerama, Inc. has renewed a sub-lease on the Boston Theatre for three more years, from RKO Theatres. Plans are to run re-issues of the first four Cinerama productions, when the current "South Seas Adventure" has completed its run. It is now in its 30th week.

Ads Now Running

Newspaper ads have already appeared announcing the return of the first Cinerama film, "This Is Cinerama," although no date was mentioned.

1,000 MPI Shares Are Purchased in Maryland

Special to THE DAILY

BALTIMORE, Nov. 1—Members of the new Maryland Theatre Owners Association, an affiliate of Theatre Owners of America, have bought more than 1,000 shares of stock in the Motion Picture Investors, Inc., John G. Broumas, president, disclosed at the weekend.

Broumas said that the presentation of the industry's "mutual fund" made by Robert Hoff of MPI at the recent fall conference of the Maryland unit, had resulted to date in subscriptions of more than 1,000 shares.

Broumas declared that the Maryland unit is in sympathy with the aims of the MPI, and that individual members had expressed their support by buying shares.

Has Several Means of Aiding

MPI seeks to help the film companies through purchase of their stock, and lending support to film company executives in increasing production and such other means as will better represent the views of exhibition, and be of benefit to the entire industry.

UA Heads to Moscow

A group of top United Artists executives—Robert S. Benjamin, chairman of the board; Arthur B. Krim, president, and Arnold M. Picker, vice-president in charge of foreign distribution—left over the weekend to join producer Harold Hecht at the Russian premiere of the UA release, "Marty," in Moscow on Nov. 10.

TOA 'New Faces' List Now Stands at 15 Stars

The number of "new faces" coming to the 12th annual convention of the Theatre Owners of America at the Hotel Sherman in Chicago starting next Sunday stands at 15 today, with the announcement at the weekend that M-G-M's Luana Patten and George Hamilton had joined the parade.

Miss Patten and Hamilton, who co-star in M-G-M's forthcoming "Home from the Hills," will arrive in Chicago on Sunday.

During the remaining four days of the convention, they will be joined by Troy Donahue and Angie Dickinson from Warners; Sandra Dee from Universal; Leslie Parrish, Stella Stevens, Dolores Hart, Barbara Lawson, and Joan Blackman from Paramount; J. Morrow, Evy Norlund and Michael Callan from Columbia; and Tommy Noonan and Peet Marshall, Twentieth Century-Fox.

'Abner' Creator to Attend

Lizabeth Scott of Paramount; Buddy Adler, chief of production for Twentieth Century-Fox, and his wife Anita Louise; and Al Capp, cartoonist creator of "L'il Abner," which Paramount is releasing as a film musical in December, will also be in Chicago for the convention. Another Hollywood luminary to be present will be the actor or actress selected to receive TOA's Star of the Year Award.

'Seesaw' Starts Sept. 15

HOLLYWOOD, Nov. 1. — Following a week of conferences with Elizabeth Taylor, the Mirisch Co. has scheduled Sept. 15, 1960, as the starting date for "Two for the Seesaw," which will star Miss Taylor with Delbert Mann directing and Walter Mirisch producing. United Artists will release the picture, which is being made by the Mirisch Co. in association with Seven Arts Productions.

Columbia Extension

WASHINGTON, Nov. 1.—Columbia Pictures has been given until Nov. 4, 1959, to file financial statements for the fiscal year ending June 27, 195[illegible] with the Securities and Exchange Commission. The company had asked for an extension of time on the statements.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"A SUMMER PLACE"
Starring
RICHARD EGAN · DOROTHY McGUIRE · SANDRA DEE · ARTHUR KENNEDY · TROY DONAHUE
Written, produced and directed by DELMER DAVES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "FALL FROLIC"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Peck, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe[illegible] Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye[illegible] as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon[illegible] class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10[illegible]

Para. in Move

(*Continued from page* 1)

ures and head of global sales, said uring his visit here for discussions ith Paramount British and contin- ntal executives.

Weltner made specific reference to he fact that Paramount was ready o acquire the distribution rights on nportant British and international ictures to supplement the produc- on drive at the company's Holly- ood studios.

He also discussed the procedures nd channels to be used in the com- any's ever broadening plans for ac- uiring product, whether made by utside producers or projected for roduction by outside companies or ndividuals.

The company's distribution execu- ves and British and European pro- uction representatives, Richard L. atterson, Luigi Zaccardi and Ed- ard de Segonzac, will be actively ngaged on this project, he said. heir proposals will be channelled hrough Howard Harrison, special epresentative operating from Para- ount's London office, for transmis- ion to the appropriate production xecutives in America.

Columbia Plans to Pair 'Nights' and 'Fontaines'

UPA's "1001 Arabian Nights," Co- umbia's Christmas release, will be aired with Sam Katzman's "The Fly- ng Fontaines" in double bill situa- ions, it has been announced by Rube ackter, Columbia vice-president and eneral sales manager.

Jackter said that the package would also be available for situations which usually play single bills. As an example, he said that Robert O'Don- ell of the Interstate Circuit in Texas has set this combination for every one of his top "A" houses for two weeks, beginning Dec. 17, although these theatres normally play single bills.

26 Dates for 'Room'

PHILADELPHIA, Nov. 1.—Twen- y-six theatres here will open Conti- ental Distributing's "Room at the Top" on Wednesday.

Cite Films Based on Children's Books

More films based on well-known children's books are currently in production in Hollywood than at any other time in the recent history of the industry, the Children's Book Council, Inc., reported here at the weekend in connection with its sponsorship of Children's Book Week starting yesterday and continuing through next Saturday.

The Council lists the following films now in production: "The Adventures of Huckleberry Finn," M-G-M; "The Dog of Flanders," 20th Century-Fox; "A Journey to the Center of the Earth," 20th-Fox; and "Gulliver's Travels," Columbia.

Disney has scheduled the following for production: "Kidnapped," "Pollyanna," "Toby Tyler" and "Swiss Family Robinson."

The Council states that children are now reading books more than ever.

Youngstein Tribute Committee Is Listed

Officers of the honorary committee for the special tribute to Health for Peace which will honor Max E. Youngstein, vice-president of United Artists, at the Hotel Biltmore, Dec. 14, were announced at the weekend by Louis Nizer, general chairman.

Arthur L. Mayer will serve as testimonial chairman; Mrs. George P. Skouras, as hostess chairman; Roger H. Lewis, as public relations chairman; Maurice Austin, as Children's Asthma Research Institute chairman; and Herbert L. Golden, as treasurer of the committee.

The appointment of Harry Belafonte as program chairman was announced previously.

Children's Institute Is Sponsor

The gala event honoring Youngstein is sponsored by the Children's Research Institute and Hospital in Denver. It will be climaxed by a special dramatic program featuring entertainers and notable scientists, key public figures active in the research campaign against the disease.

Rosenfield on Trip For 'Big C' Meetings

Special to THE DAILY

MINNEAPOLIS, Nov. 1.—Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, arrives here tomorrow to address a gathering of exhibition leaders in the second of a series of top-echelon visits to discuss Columbia's "Big "C" release pattern for the 13 months beginning January, 1960. During that period the company plans to distribute at least 40 major films.

After talks in this city Rosenfield will speak to exhibitors in Des Moines on Wednesday and Kansas City in Thursday. Later in the month he will discuss plans to make 1960 the year of the "Big C" in Detroit (16), Milwaukee (17), St. Louis (18) and Indianapolis (19).

'U' Acquires 'Guns'; Plans Early Release

Universal-International has acquired from Phoenix Film Studio, the United States and Canadian distribution rights to "Four Fast Guns," an action drama starring James Craig, Martha Vickers and Edgar Buchanan, it was announced at the weekend by Henry H. Martin, general sales manager of Universal Pictures An early release is planned for "Four Fast Guns" by Universal with a special advertising and promotion campaign.

Negotiations for the release of "Four Fast Guns" by Universal were handled by Jules Schwartz, business manager of Phoenix Film Studios.

200 'Place' Previews

Warner Bros. has set more than 200 one-time advance showings of "A Summer Place" in theatres in as many cities throughout the country in a promotional move designed to produce advance word-of-mouth. Special advance preview advertisements have been prepared by Warner Bros. and admats are being sent to the participating theatres. Lobby displays, consisting of 40x60 blowups of the preview ads, are available through National Screen Service. Additional previews are being scheduled as rapidly as print availability is assured.

PEOPLE

Taylor Mills, director of public relations, Motion Picture Association of America, has chosen the media awards committee for the seventh annual Brotherhood competition of the National Council of Christians and Jews, to which award nominations must be submitted by Nov. 24. Citations will be made in fields of motion pictures, radio, television, advertising and fiction.

□

Peter P. Horner, of Union Film Distributors, Inc., has been delegated to represent the Independent Film Importers and Distributors of America (IFIDA) at the San Francisco Film Festival scheduled for late November.

□

Sidney Poitier, star of Stanley Kramer's "The Defiant Ones," yesterday received the Non Pariel Award of the Afro Arts Theatre for his "artistry of performance" in the United Artists release and in the stage hit, "A Raisin In The Sun." Presentation was made at the Afro Arts Cultural Center here.

□

Harry Gravitt is the new owner of the Lawrenceville Drive-in Theatre, Atlanta.

□

Polly Ware is the new owner of National Program and Printing Co., Atlanta, formerly the property of Earl L. Humphries.

'Sheba' Treasure Hunt

United Artists will hold a city-wide "treasure hunt" for gold jewelry in connection with the New York premiere of Edward Small's "Solomon and Sheba." The film opens at the new Loew's Capitol Theatre in late December. Hidden throughout the Greater Metropolitan area will be 30 solid gold wisdom of Solomon rings. Clues will be broadcast by disk jockeys and announcers over all of the local and network stations two weeks before the opening.

Happy Anniversary

The First Comedy Actually Filmed In...

SIN★ASCOPE

The Most Exciting Process Ever Invented!

THRU UA

N.E. Exhibitor

(*Continued from poge* 1)

ager. United Artists has granted Covitz the right to pick up pictures passed by the first subsequent-run theatre in the area, the Oriental in Mattapan, 14 days after the date of the Oriental's availability.

In talks with Harry Segal, UA branch manager Covitz pointed out he had repeatedly asked for play dates on films passed by the Oriental, and that he had been repeatedly refused. The Fairmount is a second subsequent-run theatre which follows the Oriental on availability by one day.

Covitz and his film buyer, Joseph G. Cohen, who had formally asked for the meeting with Segal, met in the UA branch manager's office two weeks ago with Henry Schwartzberg, film buyer for American Theatres Corporation, owners of the Oriental. In a formal statement to Covitz and Cohen, relief was granted on Friday.

Promotor Insolvent; Cancels Rooney Tour

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — Mickey Rooney and Joey Forman were notified over the weekend that their forthcoming Australian tour under auspices of Celebrity Circuit Attractions had been cancelled owing to the promoter's insolvency.

Cancellation notice was received by Red Doff, Rooney's personal manager and president of Fryman Enterprises, with whom the deal for the services of Rooney and Forman was negotiated.

Rooney and Forman and Kathryn Grayson were to have opened Nov. 6 at the State Theatre in Melbourne and Nov. 20 at the Capitol in Sydney. Both stands were for two weeks. Contracts were signed by H. O. Wren, managing directing of Celebrity.

Doff stated that Fryman would immediately take steps leading to legal action against the Australian promoter.

ACS Re-Signs UPA

HOLLYWOOD, Nov. 1. — The American Cancer Society, has named UPA Pictures, Inc., to produce the film, "Magoo's Check-up," starring Mister Magoo, which will serve as the keystone of its motion picture and television program for the 1960 Cancer Crusade. This will be the third cartoon UPA has done for the Cancer Society.

Stephen Bosustov, president of UPA has assigned Dick Kinney and Albert Bertino to develop the screenplay.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5
630 NINTH AVE. - NEW YORK 36

Soviet-U.S. Pact Talks Will Start This Week

From THE DAILY Bureau

WASHINGTON, Nov. 1.—Discussions leading to a renewal of the Cultural and Scientific Agreement between the United States and the Soviet Union are expected to open in Moscow Nov. 4.

A spokesman for the U.S. delegation, which left Washington over the weekend, said that the U.S. is ready to extend the agreement with, perhaps, certain minor changes. The agreement expires Jan. 27, 1960.

Extension of the agreement would not affect any future sale of Hollywood feature pictures to the Soviet Union or the purchase of Russian films by Hollywood distributors. Industry officials feel that the pattern for such transactions has already been set by last year's film agreements and that any future transactions would be handled by distributors on a purely commercial basis.

Three Sections Affect Industry

The sections of the agreement which could continue to affect the industry pertain to documentaries, coproduction of films by the two countries, and the exchange of technical film personnel.

Turner Shelton, head of the international motion picture division of the United States Information Agency, is a member of the Washington delegation. Shelton will act for the State Department in the discussions, as he did in the negotiations which resulted in the original agreement.

Col. Milwaukee Branch Leads in Sales Drive

Columbia Pictures' Milwaukee branch held its number one spot at the four-month mark in the company's six-month "Salute to the President" sales drive, honoring A. Schneider. The Milwaukee branch, under the managership of Harry Olshan, leads runner-up Albany and third-place New Haven.

Jonas Rosenfield, Jr., executive in charge of advertising and publicity, captained his team back to the lead in the captain's contest competition. The team led by Leo Jaffe, first vice-president and treasurer, dropped to second place. Jaffe's team consists of the New Haven, Albany, Buffalo, Boston and Philadelphia branches while Rosenfield's "Lucky Seven" includes Milwaukee, Detroit, Kansas City, Indianapolis, St. Louis, Des Moines and Minneapolis.

Carl Shalit, Columbia's mid-west division manager, leads Harry Rogovin, New England division manager, in that phase of the competition.

Columbia's sales drive will run until Dec. 24. More than $50,000 in prize money will be awarded with all contests based on total billings.

Woods Buys 70mm Proj.

Sale of the Century 70/35mm projector system to the Woods Theatre in Chicago is announced by Frank E. Cahill, Jr., sales manager of Century Projector Corp.

'Gigi' Ends 69-Week Hard Ticket Run in S. F.

Special to THE DAILY

SAN FRANCISCO, Nov. 1. — Metro-Goldwyn-Mayer's "Gigi" will end a 69-week reserved seat engagement at the Stage Door Theatre here Monday, the longest hard-ticket run for the picture in the United States.

The total final San Francisco gross is expected to be close to $650,000. The Arthur Freed Production will now be booked into non-exclusive engagements in the Bay Area, which is expected to add heavily to the huge gross being compiled by the film throughout the world.

N.E. Business

(*Continued from poge* 1)

in the New England states to attend.

"We want the cooperation of every exhibitor from every city, town and hamlet from Connecticut to Maine for this important campaign," Lider said. "Our planning committee is now working out the details, planning newspaper copy, radio tapes, trailers and other media of sales promotion, all designed to attract more business to the box offices of our region."

The campaign is scheduled to start around Christmas time and is being planned to run for several months.

Similar regional business building campaigns have been staged successfully in the Great Plains states, Wisconsin, Detroit, Minnesota, the New York metropolitan area and elsewhere. This, however, in point of participating territory, at least, is expected to be the most ambitious regional promotion drive yet undertaken.

Rockefeller-Roxy

(*Continued from page* 1)

lease since Sept. 26, 1958, to the present time, will continue to be associated with its management.

The operation will be carried on through a new corporation, Westheatre, Inc., a wholly owned subsidiary of Rockefeller Center, Inc.

Band to See 'Deare'

A contingent of 200 cadets from the U.S. Merchant Marine Academy at Kings Point, L. I., and the 55-piece cadet band will attend the first evening showing of M-G-M's "The Wreck of the Mary Deare" at the Roxy Theatre here in Friday.

Buys for Community

BOSTON, Nov. 1.—Affiliated Thetres Corp. of Boston is now handling buying and booking for the Community Theatres, Inc., of Hartford, Conn.

Mann to Direct 'Stairs'

HOLLYWOOD, Nov. 1. — Jack L. Warner has signed Delbert Mann to direct "The Dark at the Top of the Stairs."

File Contract Terms For Columbia Officers

From THE DAILY Bureau

WASHINGTON, D.C., Nov. 1. - Columbia Pictures has recently file with the Securities and Exchang Commission information on the con tract terms for its top officers an directors.

Montague Contract Flexible

A. Schneider, president and direc tor, received $156,000 a year for hi services in the 1958-59 fiscal year.

A. Montague, executive vice-pres ident and director, was paid $130,00 for the period. According to his con tract, either he or Columbia ma change his status from an active t advisory capacity, any time prior t March 1, 1960. If either party re quests the change, the advisory serv ices will be rendered for five year starting June 1, 1960. In the even of his being disabled between June 1 1958 and March 1, 1960, the fiv years will begin on the date the optio is exercised. In the event of death while a full-time employee, Monta gue's widow will receive $500 a week for three years following the death. If Montague dies during the advisory term, the widow will receive $500 a week for the balance of the advisory period. Payments, in either event, will stop upon her death.

Advisory Clause for Briskin

Samuel J. Briskin, vice-president and producer, was paid $91,000 for his services, and his contract states that when he stops working, advisory services will be required. Briskin will receive $750 weekly for such services, until a sum equal to 42.8571 per cent of his aggregate salary is reached. At death, the remainder will go to his estate.

Leo Jaffe, first vice-president and director, was paid $78,000. When Jaffe's contract terminates, he will be required to give advisory services for payments of $500 a week for the same number of weeks for which he was paid under contract. If he should die, any unpaid balance will be given to his wife; if the widow dies, the payments will go to such persons as Jaffe designates during his lifetime.

Schwartz Partner in Law Firm

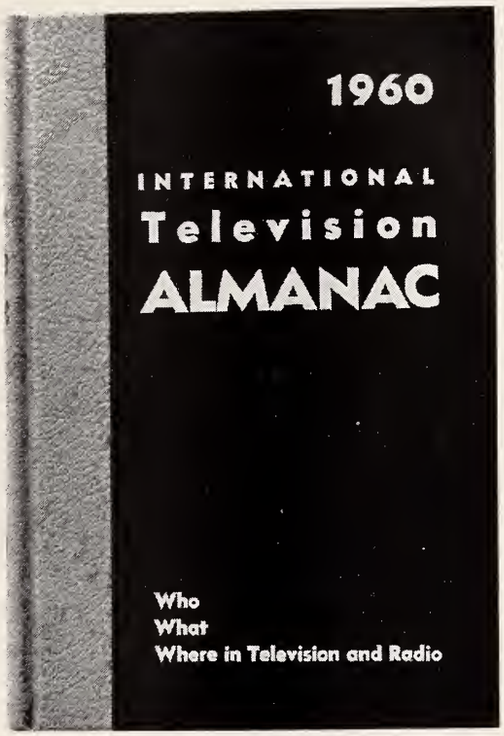
Charles Schwartz, secretary, is also a member of a law firm, Schwartz & Frohlich, and his share of the fees paid to that firm equalled $46,597. There were no figures available for the individual share of the $104,000 Columbia paid to the law firm of which Mendel B. Silberberg, one of Columbia's directors, is a member.

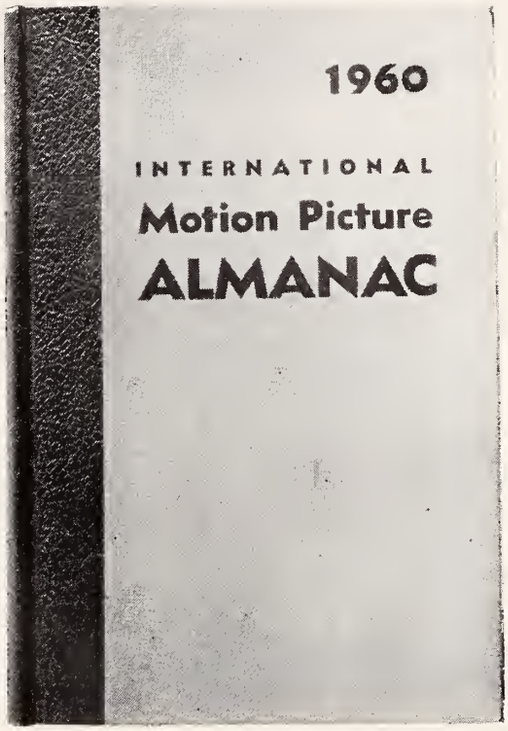
'Beach' Billboard Up

A large billboard over the Astor and Victoria Theatres on Broadway is heralding Stanley Kramer's "On the Beach," a United Artists release which will have its New York premiere at the Astor Dec. 17. The block-long 275-foot sign stretches from 45th to 46th Streets and provides 22,285 square feet of display space.

At your fingertips—

THE WHOLE BUSINESS WORLD OF THE SCREEN!





Now On The Press

Order your copy today—use handy coupon below...

Price per volume $5

Both volumes $8.50

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1960 Edition of:

- ☐ MOTION PICTURE ALMANAC ($5)
- ☐ TELEVISION ALMANAC ($5)
- ☐ BOTH ALMANACS ($8.50)
- ☐ Payment herewith

Date_____

NAME_____

ADDRESS_____

_____

Television Today

Scores Stricter Broadcasting Laws

Special to THE DAILY

ATLANTA, Nov. 1 — Harold E. Fellows, president of the National Association of Broadcasters, warned at the weekend against "ill-begotten legislation that would apply stricter controls to the operation of our free system of broadcasting." Fellows, in a speech prepared for delivery to the Atlanta Lions Club, said of recent Congressional testimony regarding television quiz programs:

"The seriousness of the matter is self-evident and has been candidly acknowledged by our industry's leaders. We've said that we will seek to insure, through the self-regulatory processes of our own standards of good practice in television broadcasting, and in radio, that such an incident will not take place again. We will do this.

One Web Would End the Quiz

"One network has already announced that the only way to do it is to eliminate all such quiz programs completely, because of the impossibility of controlling those who operate them whether they are employed directly by the network or are outside contractors or producers. Another network thus far has held to a contrary viewpoint, that proper controls can be exercised to prevent hoodwinking the public.

"Time will establish which of these views prevails, or whether there may be a third and now unknown solution. In the hysteria of the moment, however, I think it would be an injustice to the American people themselves to rush hastily into ill-begotten legislation that would apply stricter controls to the operation of our free system of broadcasting.

"The peril of censorship is an ever-present one in our way of life. There is no such thing as a little bit of censorship. If the principle is violated in the most infinitesimal degree, it is still violated—and precedent is established for its cancerous growth in our type of society.

Seen as 'Tawdry Memory'

"A few years, perhaps even a few months from now, the so-called quiz scandal will represent a vaguely remembered incident — a tawdry one, indeed—in the history of the development of this great and dynamic new medium, American television. However, precipitous action taken now to legislate against a single evil could create a regulatory encrustation on the whole system of television which would remove from it much of its excitement and spontaneity and thus represent a considerable dis-service to the American people."

Who's Where

Walter J. Plant, vice-president of NTA program sales, has been named to head activities in the Chicago office for the division, **Michael M. Sillerman**, NTA program sales president announced. Plant hitherto has been headquartered in NTA's Beverly Hills office. Prior to joining NTA program sales, Plant had his own television program production company in Hollywood; was a vice-president of Television Programs of America, Inc. for five years and prior to that, was general manager for **Horace Heidt**.

□

William G. Thompson Jr., has been named manager of sales promotion for WRCA-TV, it was announced by **Max E. Buck**, station manager. Thompson, whose appointment becomes effective immediately, will report to **Jay Heitin**, manager of national sales.

□

Appointment of **Pearl G. Masser** as assistant promotion manager of CBS Television Spot Sales was announced by **Joseph P. Dowling**, promotion manager. Miss Masser has been a copywriter for CBS Television Spot Sales since November, 1957. Prior to that she was an audience promotion copywriter for WFIL, Philadelphia, and was Continuity Director of WNOD, Pleasantville, N.J.

Ask AFM Boycott of Canned Music Shows

President Herman Kenin of the American Federation of Musicians at the weekend called upon 700 Locals of the musicians union in the United States and Canada to lead a national boycott against sponsors and producers of TV film shows that use foreign and domestic made canned music to the exclusion of American instrumental musicians.

"The growing practice of 'dubbing' music made abroad at cut-rates for use on so-called American-made TV shows to sell American-made products to the American public compels us to call this unfair, un-American practice to the attention of sponsors and the viewing public," Kenin said. "Most deplorable is the fact that such a policy deprives American musicians of gainful employment so badly needer to support both the cultural and economic development and growth of our country."

Kenin urged local musicians' leaders to enlist central labor bodies, other unions, and music lovers generally in a nation-wide demand upon sponsors to correct what he described as a "paste pot-and-shears" substitution of foreign and domestic made taped music for the services of American musicians.

TV's Code

(*Continued from page 1*)

"which are transmitted through our facilities and over which we have no direct control."

The broadcasting executive declared: "I very honestly believe there is a way out of this dilemma.

"We do have guideposts; there are standards of leadership and conduct in programs and advertising on television. And they are the industry's own.

"We need these standards, these guideposts. We need them now. We need them because subscription to them, and adherence to their minimum standards guarantees meeting our obligations to the public, and is our only defense against outside regulation.

"These standards of good practice are the means by which we can effectively govern ourselves. For we must govern ourselves, or be governed."

Kelley reviewed the work of the NAB Television Code Review Board in preparing a guide for the presentation of TV commercials pertaining to personal products which might be objectionable.

He also called attention to the fact that stations, at the request of the Board, have eliminated the use of actors posing as doctors, nurses and dentists in commercials.

Monitoring of TV programs, he said, has been increased from 20,000 hours annually to more than 100,000 hours annually.

NBC-TV Extends

(*Continued from page 1*)

ing to work out arrangements which would permit the program to go on the air for the third year as an industry offering without commercials, the network agreed to the limited time extension. If the industry efforts fail, the NBC-TV network will again offer the Awards presentations to commercial sponsors.

It is understood that three or four prospective sponsors, including Oldsmobile, which had the program prior to its take-over by the industry in 1957, are ready to negotiate for it in the event the industry drops its option.

The three-year NBC-TV agreement with the Academy of M. P. Arts & Sciences expires with next year's telecast. Indications are the program may be offered to all networks as a public service thereafter.

Mrs. Millie Hyams, 62

Funeral services were held here yesterday for Mrs. Millie Hyams, who died Thursday night at the age of 62. She was the mother of Jerome Hyams, vice-president and general manager of Screen Gems, Inc. Survivors also include a daughter, Mrs. Charles Goldberg; a sister, Jean Goldstein, and two brothers, Louis and Jack Goldstein.

Promotions for Two Asso. Brit. Executives

From THE DAILY Bureau

LONDON, Nov. 1.—Associated British Cinemas announce two important promotions in the executive establishment of the company.

Frank Sparkes has been appointed to the newly-created position of expense controller, and Ronald Eldridge is to become ABC's administration executive, also a new post in the organization.

Frank Sparkes, who joined ABC more than 23 years ago, has served the company as district manager and Southern Region controller, and from 1953 has occupied the position of assistant general manager.

In this latter capacity he has been particularly concerned with all forms of expenditure, and his new assignment will enable him to concentrate all his future efforts on this important aspect of ABC's business.

Ronald Eldridge has similarly been associated with the organization for more than 20 years. He joined the company in the booking department in 1936 and returned to this section in 1946 after 6½ years of war service. He became an assistant to Mr. Cartledge in 1950. His new position will greatly increase the scope of his administrative duties with ABC.

Legion Reviews 3 Films: Observation on 'Beach'

The National Legion of Decency reviewed three films this week, placing two in Class A, Section 1 (for general patronage): "Hound-Dog Man" and "Thousand and One Arabian Nights."

The Legion placed "On the Beach" in Class A, Section 3 (morally unobjectionable for adults) with this observation:

"This film tells a hypothetical story of the destruction of the human race as a result of nuclear warfare. There are certain moral issues in the development of this story which superficially seem to involve a condonation of race suicide. These dramatic elements, however, are intended to be a challenging symbol to argue the central theme of the film, namely, that nuclear warfare *is* race suicide."

New Eastman Color Film Used in 'Rachel Cade'

From THE DAILY Bureau

HOLLYWOOD, Nov. 1.—The initial feature motion picture production use of Eastman's newly perfected super-speed color film, rated twice as fast as the standard strip, now is being made in selected sequences of Warner Bros.' "Rachel Cade."

Producer Henry Blanke announced that, from results thus far achieved by director Gordon Douglas and cinematographer J. Peverell Marley, the new emulsion will affect general production work. Marley reported that for one of the key interiors—a jungle set occupying the entire confines of a sound stage—he was able to obtain full color fidelity using only half the incandescence required for the standard film.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 87 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 4, 1959 TEN CENTS

Rosenfield Says:

Columbia Sets $10,000,000 For Promotion

Twin-City Exhibitors Hear Record Plans for 36 Films

Special to THE DAILY

MINNEAPOLIS, Nov. 3. — Columbia Pictures is backing up its 36 films set for release in the 12 months beginning January, 1960, with a promotion budget of $10,000,000 minimum, according to Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity. Rosenfield addressed exhibitor leaders here on Monday in the second of a series of talks by top Columbia executives on the company's plans.



Jonas Rosenfield

Rosenfield said the budget for pro-

(*Continued on page 2*)

Report Opposition to Classification in Ohio

Special to THE DAILY

CLEVELAND, Nov. 3.—Exhibitors returning from the Independent Theatre Owners of Ohio convention in Columbus last week report that small town theatre owners are opposed to classification of films on the ground that it invites limited attendance.

A picture classified as "adult," they say, aims its appeal to a certain seg-

(*Continued on page 3*)

Preminger Signs New 3-Film Deal with UA

Otto Preminger has signed a non-exclusive pact with United Artists to make three more pictures for them following "Exodus," for which he previously contracted with the company.

The deal with Preminger was completed by Robert S. Benjamin, UA

(*Continued on page 3*)

Clears Tangle for 'Murder, Inc.' Film

By JAMES D. IVERS

Weeks of negotiation and arbitration were required to clear the title and the rights to depict some of the real life characters for production of "Murder, Inc.", Burt Balaban, who will produce the film with Larry Joachim, said yesterday at a trade press luncheon. Balaban and Joachim have signed with 20th Century-Fox for distribution.

The story of organized crime, and of the gangster syndicate headed by the late and quickly dead Albert Anastasia which made big business of gangland executions, will be produced around the book written in 1951 by Burton Turkus who was the special assistant district attorney who brought seven members of the syn-

(*Continued on page 3*)

70mm. Installation At TOA Meet Trade Show

Exhibitors will be able to see a typical 70mm. projection installation at the all-industry trade show to be staged next week at the Hotel Sherman, Chicago, in conjunction with the 12th annual convention of Theatre Owners of America, and the concurrent meeting of the National Association of Concessionaires, George G. Kerasotes, TOA president, said yesterday.

"Interest is high among exhibitors in 70mm. equipment in view of production announcements from the various film companies which in many instances include wide-screen pictures,"

(*Continued on page 2*)

Conciliation Progress Is Reported

ACE, MPA to Appoint Legislative Group

Six-Man Committee to Work Jointly on Federal, State Bills Affecting Industry

By RICHARD GERTNER

Production and exhibition are going to work together more closely on legislation affecting the industry, both on the federal and state levels, through a special committee to be appointed jointly by the American Congress of Exhibitors and the Motion Picture Association.

The decision to name the legislative committee was made at a meeting of the ACE executive committee with the company presidents on Monday at the MPA offices here. The two groups also reaffirmed their support of conciliation, on which they heard a progress report, and pledged themselves to a renewed battle against all forms of censorship.

In a press conference following the meeting Eric Johnston, MPA

(*Continued on page 6*)

Map Daylight Savings Fight At NCA Meeting

Special to THE DAILY

MINNEAPOLIS, Nov. 3 — The serious inroads made by daylight saving time in drive-in business in the Minnesota, Dakotas and Wisconsin region became one of the most spiritedly discussed issues at the convention of North Central Allied Theatre Owners which opened here today.

Steps were taken to continue the fight against daylight saving time in the four-state area, and specially in

(*Continued on page 2*)

Slate 3 U.S. Pictures For S. F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Nov. 3.—While Hollywood major studios seem to be ignoring, for the third straight year, the San Francisco International Film Festival, American independent pro-

(*Continued on page 2*)

S. C. High Court Annuls Sunday Operation Okay

Special to THE DAILY

SPARTANBURG, S.C., Nov. 3.—In a split and rather unexpected decision today, the South Carolina Supreme Court dissolved a temporary restraining order which allowed film theatre owners to operate on Sunday without fear of prosecution, and decided to let the controversial "blue

(*Continued on page 3*)

550 Use Pension Plan For Jan. 1 Retirement

From THE DAILY Bureau

HOLLYWOOD, Nov. 3. — Yesterday was the deadline for applications for industry workers planning to retire Jan. 1, 1960, under the Motion Picture Industry Pension Plan, in order to meet the 60-day notice provision required by the plan, according to administrator Mark Bushner.

So far, about 550 of 1,160 qualified participants have indicated their intention to retire on Jan. 1, the date when the plan will make its first monthly $75 payments.

REVIEW:

Li'l Abner

Paramount—VistaVision

AFTER ENTERTAINING Broadway for two years with their delightful musical based on "Li'l Abner," Norman Panama and Melvin Frank have transferred the famed comic strip character and his Dogpatch friends to film, a medium where they are even more at home than on the stage. Handsomely produced in VistaVision and Technicolor, the picture will now bring the show to a much larger audience which is certain to enjoy it as much as the customers on Broadway did.

At first thought it might be supposed that the best way to put "Li'l

(*Continued on page 3*)

PERSONAL MENTION

RUSSELL V. DOWNING, president of Radio City Music Hall, has returned to New York with MRS. DOWNING following a tour of the Southwest.

•

BENJAMIN BLOOM, vice-president of Movielab Laboratories in charge of sales, will leave here Thursday for Europe and the Middle East.

•

GEORGE J. SCHAEFER, veteran distribution executive, has left New York for London to begin a two-week tour of Europe in behalf of Stanley Kramer's "On the Beach."

•

HARVEY MATOFSKY, of the United Artists publicity department, will be married in the spring to ARLENE STEVENS, executive assistant to the president of Interdisca Record Corp.

•

J. R. GRAINGER, president of Inter-Continent Releasing Corp., has arrived in New York from the Coast.

•

MRS. JEROME HYAMS, wife of the vice-president and general manager of Screen Gems, has given birth at North Shore General Hospital to a daughter, NANCY BARBARA.

•

CHARLTON HESTON and HAYA HARAREET yesterday began their tours for M-G-M's "Ben-Hur" from opposite sides of the country. HESTON left here for Boston, while Miss HARAREET left Hollywood for Philadelphia.

Officers See 'Petticoat'

Helping to launch the U.S. Navy's promotional cooperation with the release of "Operation Petticoat," Secretary of the Navy William B. Franke; Admiral Arleigh A. Burke, Chief of Naval Operations, and 25 other admirals were guests of Universal-International at a special screening at the Academia Theatre of the Motion Picture Association in Washington last night.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

Col. Sets $10 Million Budget

(*Continued from page* 1)

motion in 1960 is almost three times greater than the amount budgeted for 1959. He also pointed out that money spent by other sources in co-operative advertising ventures would increase the total.

To illustrate the scope of some of the forthcoming promotions, Rosenfield cited the $6,500,000 co-operative tie-up with 21 leading home-building manufacturers and associations to promote Richard Quine's currently filming production of "Strangers When We Meet," starring Kirk Douglas, and Kim Novak.

As an example of long-range planning he pointed to the public relations activities behind the establishing of an international sesquicentennial celebration or Franz Liszt's birth in connection with William Goetz' "Crescendo—The Story of Franz Liszt," starring Dirk Bogarde and Capucine. Both films are slated for release around the middle of next year.

"Our merchandising campaigns get underway before the start of production and carry right on through the playoff," he continued. "Production publicity is keeping abreast of our far-flung production locations. Wherever we're filming, we have a team of top unit publicist and photographer handling the production."

Rosenfield told the theatremen that a high percentage of the increased budget will go toward merchandising and advertising at the local level. "We're been strengthening our extensive field forces throughout the country," he said, "and we plan continued expansion of our exploitation coverage. There'll be more selling to the industry, too, with a proportionate increase in our trade advertising."

The Columbia executive noted that the company's entire merchandising program had been retooled during the past two years to handle the increased volume and quality of product.

Under the leadership and direction of vice-president Paul N. Lazarus, Jr., the world-wide promotion forces are operating as a well-knit team, with Robert S. Ferguson, national director of advertising, publicity and exploitation, in the home office, John C. Flinn, studio advertising-publicity director, on the West Coast, and Larry Lipskin, publicity director of Columbia Pictures International, serving as liaison with foreign markets and locations.

Rounding out the promotion team's top echelon are Hortense Schorr, publicity manager, Richard Kahn, exploitation manager, Bob Goodfried, studio publicity manager, and Syd Mirkin, the domestic company's publicity coordinator in Europe.

MGM Officials At Studio On Future Release Plans

A group of M-G-M home office executives are at the company's studios this week for meetings with Sol S. Siegel, studio head; Ben Thau, studio administrator, and other executives on release plans for the balance of the 1959-60 season, and to firm TV plans for next year.

The group is headed by Robert O'Brien, vice-president-treasurer; Jack Byrne, general sales manager; Maurice Silverstein, first vice-president, M-G-M International; George Shupert, in charge of M-G-M-TV; William Harrison, controller, and John Burns, head of TV sales.

Map DST Fight

(*Continued from page* 1)

Minnesota at the next session of the legislature.

Other business on the convention agenda includes reports on the American Congress of Exhibitors and conciliation of exhibitor complaints, both of which are expected to be backed by the convention, and a report on censorship threats against motion pictures. Speakers include Frank Mantzke, president of NCA; Ben Marcus, Wisconsin circuit operator and member of the Compo governing board; Charles Winchell, president of Minnesota Amusement Co., and Ted Mann, Twin Cities exhibitor.

70mm Installation

(*Continued from page* 1)

Kerasotes said. "It was therefore with pleasure that the TOA-NAC committee accepted the application of the John P. Filbert Co. of Los Angeles to exhibit Century's '70-mm-35' projection equipment."

Kerasotes said that Spero L. Kontos of Filbert advised him that in addition to the projectors, the company will exhibit other equipment associated with new projection techniques. The company will display Ampex sound systems, Ashcraft arc lamps, Neumade film handling equipment, and Vicom lenses. This will represent typical equipment as required for a complete installation, according to Kontos.

More than 150 booths will be utilized for the trade show, which will run from Sunday through Wednesday. TOA's convention will begin Sunday with a board of directors and executive committee meeting, with convention sessions starting on Monday. Samuel Rosen of Stanley-Warner Theatres will deliver the keynote address. TOA's session will close Thursday evening with the traditional president's banquet.

'—30—' Premiere Plans Balked by Weather

Special to THE DAILY

BUFFALO, Nov. 3. — A heav schedule of newspaper, radio an television interviews for Jack Webl as well as a press luncheon and Hollywood-type premiere for hi Warner Bros. release, "—30—" at th Paramount Theatre here had to b postponed last Saturday when Webb plane was unable to land here be cause of weather conditions.

Webb was finally landed at Syra cuse, but too late to return here fo the opening of the picture.

S. F. Festival

(*Continued from page* 1)

ducers will have two representation in competition and a third out o competition, it has been announced by Irving M. Levin, festival manag ing director. The festival opens at the Metro Nov. 11.

Levin said an all-American pro gram will feature the festival on the night of Nov. 21 with "The Proper Time." "Pull My Daisy," and "Crime and Punishment U.S.A." The latter is out of competition because of previous American screening.

"Proper Time" is a youth problem story that is the brain child of 23-year-old Thomas Laughlin of Bev erly Hills, who wrote, directed, pro duced and acted in the film.

"Pull My Daisy" is a 30-minute featurette from the G-String Enter prises group of New York, a beatnik combo including Jack Kerouac and Alan Ginsberg.

"Crime and Punishment U.S.A." is the work of Terry and Dennis Sanders and is released by Allied Artists.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Li'l Abner

CONTINUED FROM PAGE 1

Abner" on film would be in the form of an animated cartoon. But Panama and Frank preferred to do it "live"; and they made things even more difficult for themselves by first writing it for the stage where scenic and other limitations restrict the approach. On Broadway, however, they wondrously solved all problems and shaped the random and whimsical material into a lively and imaginative show.

Thus when it came to making a movie all they had to do was transfer the play to film. And so they did but with one important distinction: their picture is no photographed stage musical. Frank, once he gets past a slow first ten minutes, has directed in a fluid, bouncy, and "cinematic" style. Panama, his long-time collaborator, produced.

In dramatizing "Li'l Abner" the first problem was obviously to contrive a story that would capture the flavor of the wildcap characters and the mad world they inhabit in the famous cartoon. Panama and Frank came up with some ideas that well could have been conceived by Al Capp, creator of the comic strip, and they developed them as he might have done with satiric swipes at the government, big business, traditions of the Old South, and other topical targets.

The main story line has Dogpatch threatened with extinction; the U.S. Government has selected it for nuclear bomb tests since it is "the most useless place in America." The citizens of Dogpatch are put to the task of saving their town by proving there is something about it that is "necessary," and this they eventually do—but not before numerous and amusing complications arise, particularly in a trip made by a special Dogpatch delegation to Washington.

The second major problem in bringing Dogpatch to life was in choosing actors to depict its highly eccentric citizenry. This is where Panama and Frank were particularly inspired, for their choice in almost every instance leaves nothing to be desired.

MOST OF THE ACTORS in the film are in the roles they also played on Broadway, and they reflect the comic strip originals to the life. Peter Palmer, for instance, makes a perfect hero—shy, handsome, and robust; Stubby Kaye has both the rotund physique and the con-man appeal of Marryin' Sam; and Billie Hayes and Joe E. Marks, as Mammy and Pappy Yokum, seem to have stepped right out of the newspaper. Julie Newmar is a gorgeous and overwhelming Stupefyin' Jones, and Howard St. John blusters in droll fashion as General Bullmoose.

Two of the major characters—Daisy Mae and Appassionata von Climax—are portrayed by newscomers not seen on Broadway, but they were chosen with the same meticulous care and expert result. Leslie Parrish makes a lovely and winning Daisy Mae, and Stella Stevens has both the beauty and the hilarious candor required of Appassionata.

To all these assets add the gay and spirited score of Johnny Mercer and Gene DePaul, which ranges from the rousing humor of "Jubilation T. Cornpone" to the romantic sentiment of "Namely Me." Add also several lively dance numbers, highlighted by the Sadie Hawkins Day Ballet, which Deedee Wood has staged with verve. And, finally, add the bright and colorful sets and costumes.

The result: a big hit for exhibitors from Paramount at Christmas time. Running time, 114 minutes. General classification. Release, in December.

RICHARD GERTNER

Report Opposition

(*Continued from page* 1)

ment of adults and eliminates the younger patrons.

But it was generally agreed that this year's was the best convention the Ohio exhibitor group has held in some time. They attribute this to the elimination of name-calling and expose of grievances with attention focused on the future.

Helpful Suggestions Offered

"Advertising personnel of other industries offered valuable suggestions," one articulate exhibitor stated, "but it was emphasized that the theatre owner and/or manager must exert greater effort and more advertising dollars to increase boxoffice grosses."

Preminger Signs

(*Continued from page* 1)

chairman of the board, and Arthur B. Krim, president, prior to the departure of the latter two for Moscow to attend the premiere of "Marty."

Preminger has two more pictures for Columbia release on his agenda; the first one, "Bunny Lake Is Missing," will be filed at the end of 1960 immediately following the completion of "Exodus."

Acquire 'Sister Maria'

Citation Films, Inc., has acquired distribution rights to "The Song of Sister Maria" from Colorama Films, Inc., it was announced by A. W. Schwalberg, chairman of Citation, and Jules B. Weill, president of Colorama.

S. C. High Court

(*Continued from page* 1)

law" case come up through regular court channels.

Both attorney general Dan McLeod and attorneys representing exhibition interests, seeking to avoid what is almost certain to be a long delay in adjudication of the case if it goes through prolonged lower court channels, asked the Supreme Court to take original jurisdiction in the matter.

In rejecting the request, the high tribunal ruled that the case should be brought in "a circuit court" for eventual settlement.

As previously reported in MOTION PICTURE DAILY, Associate Supreme Court Justice Dewey Oxner issued a temporary restraining order about nine weeks ago which allowed theatres to operate without interference in six South Carolina counties. It enjoined arrests by police until the case was settled by the court.

The Supreme Court's order today climaxed a full cycle of arguments from Spartanburg attorneys Samuel R. Watt, former circuit court solicitor, and Chester D. Ward, Jr., currently a member of the Spartanburg County legislative delegation, both representing film interests in this area.

A special three judge federal court had previously agreed not to hear the case until it was settled in the State Supreme Court.

Since the court will not take original jurisdiction, attorneys here were quoted as saying it will be "months" before the so-called "blue law" case is decided.

Murder, Inc.

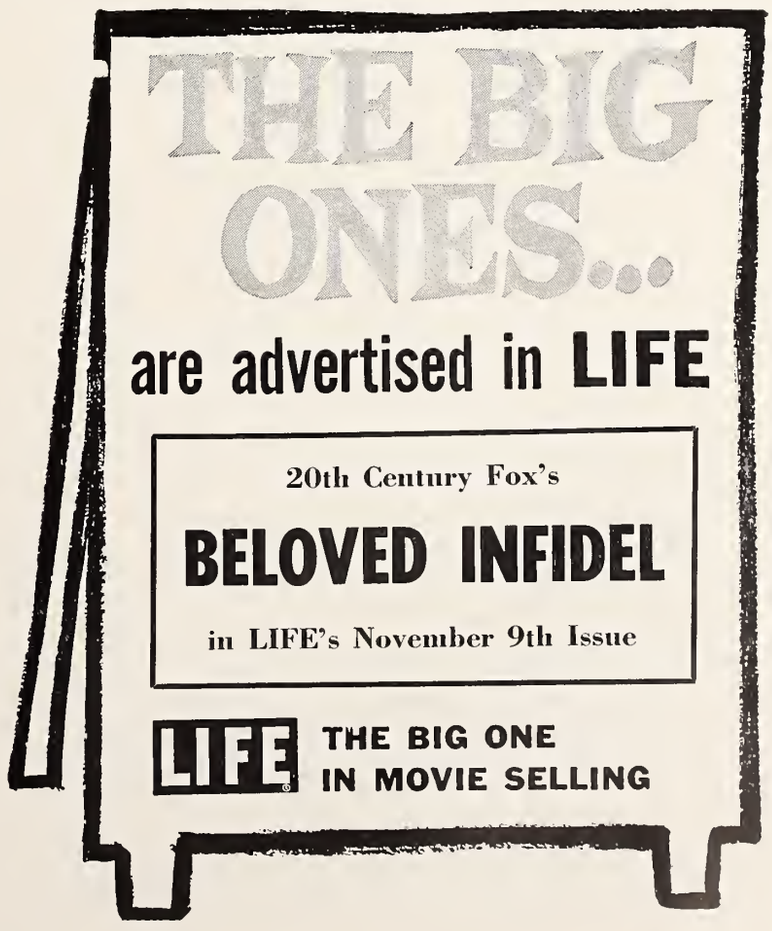
(*Continued from page* 1)

dicate to trial and eventually to the electric chair.

No less than eight major motion picture companies registered the title "Murder, Inc." with the MPAA, most of them immediately after Anastasia was quickly and efficiently shot to death in a midtown New York barber shop two years ago. Balaban's company, Princess Production Corp., negotiated, wheedled and arbitrated the rights to the title.

Second major obstacle, Balaban said, was the clearance of rights with some of the characters, still living, who played a part in the gangland war. Without indicating names, the youthful and knowledgable producer said some well known names just might appear in the cast list for the picture. It will be shot in New York and Brooklyn, scene of the actual occurrences, and will reach its climax with the strange death of Kid Twist Reles, key witness in the trial of the seven executioners, who fell, jumped or was pushed from a window of the Half Moon Hotel while under guard of six policemen.

Balaban's approach to the picture, he said, will not be that of a standard gangster picture. "We are determined not to glorify crime in the picture," he said. "Based on the book, we intend to film the story from two angles—the side of the law as seen by Turkus, and the side of the hoodlum as seen by Reles who was to turn state's evidence but became suddenly dead."



A Showman Looks at the Campaign for "Wreck of the Mary Deare"



by HARRY GOLDBERG
Publicity and Advertising
Director of Stanley Warner

"The Wreck of the Mary Deare" is an adventure story served up in the classic mold, brave and brawny men pitted against the elements and each other. It's a natural for men and its appeal would tend to be limited to those romantic girls who share a man's enjoyment of a tale of danger, courage and physical excitement, except that the co-stars, Gary Cooper and Charlton Heston, undoubtedly will create a strong draw for the ladies. In fact, the producers urge that this catch-line be used extensively, even replacing existing headlines in the pressbook ads: "A man's picture that women will love." They have made snipes with this line for the one and three-sheets and have made up a special gratis teaser trailer with women appeal, available at National Screen branches.

As a tale of the sea, "Mary Deare" has built-in angles that offer excellent publicity opportunities. And traditionally such action stories attract large audiences. This is reflected not only in our box-office figures but also in the ratings of a group of TV network shows and radio serials. I can see endless possibilities for selling editors and station program managers ideas for plugging the picture based on the experience of the Mary Deare.

When she first appears on the screen, the Mary Deare is seen through a rolling fog, a derelict ship. A little research in the public library or a newspaper morgue will produce material enough on ghost ships and derelicts to make an excellent feature story, which could be illustrated with stills from the picture, plus newspaper photos. There is much interest in this subject and in recent months stories of a wandering crewless vessel on the high seas have appeared in papers throughout the country.

Among the thrills offered is the attempt by Gary Cooper and Charlton Heston, equipped as frogmen, to penetrate the conspiracy which aimed to sink the Mary Deare. The answer to the secret is concealed in the cargo in the flooded hull when the ship is hung helplessly on a rocky reef, ripped open beneath the waterline. After exploring the innards of the ship, and learning the cause of their troubles, the two stars attempt to go top-side. But they are forced to fight their way clear.

This skin-diving sequence offers a fine opportunity for local exploitation. A fast-expanding sport, skin-diving clubs exist in many parts of the United States and would probably be pleased to cooperate. Tie-ins should also be effected with sporting-goods stores and stores that sell Army and Navy equipment. The latter specialize in this equipment. Many of these stores have regular radio or television programs on which you can get a free ride. Window displays can be obtained by working out contests with these merchants.

Stores such as these can also supply skin-diving equipment for an attention-getting lobby display. And when it comes to a street ballyhoo, a man and a woman dressed in rubberized suits, flippers and underwater helmet, are a guarantee to call widespread attention to your playdat

In many cities and towns, there are men who participated in unde water work for the Navy during the war. These daredevils will mak excellent subjects for interviews by local columnists and radio and T personalities. Hold special screenings for such men and their guest Word of mouth will sell tickets.

Along the same lines, you undoubtedly can discover men in you situation, now living in obscurity, who have sailed the seven seas, eithe in the Navy or the Merchant Marine, whose adventures are unusua and exciting. The American Legion or some other service organizatio plus a trailer on your screen and a poster in your lobby, would turn u such men. They could provide an interesting series of daily interview for newspaper or radio/TV use.

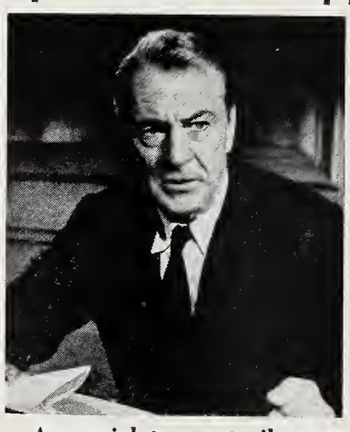
If a number of adventurers are found, their photographs, with a brie descriptive caption of their exploits, should be displayed in theatr lobby and in empty store windows.

A most helpful aid in exploiting the picture is the Pocket Books tie ups. The movie edition, with its full-color cover, serves as a salesma for the picture. Local tie-ups should be made with book stores an libraries. The cover should be blown-up and used as a lobby board. Also wide distribution should be given to the bookmark mat which is avail able through NSS. Book stores and libraries will be particularly willin to cooperate since "The Wreck of the Mary Deare" is the most recent i a long line of exciting and successful sea stories.

If you have never tried circulating the novel on which your comin feature was based, try it with "Mary Deare." Obtain wholesale fro your local distributor, a number of copies, and offer to lend these t your patrons.

When you distribute the book through your cashier, all she need do

Special Trailer Appeals to Women





A special teaser trailer, stressing appeal to women has been prepared by MGM and will be available free to exhibitors through National Screen Service. The trailer, 60 feet in length, carries out the universal appeal theme to which the campaign has been oriented. It opens with the slogan "A man's picture that women love" and features stills of Cooper and Heston in business suits, from the courtroom scenes, rather than in rough dress, and then a picture of Virginia McKenna with the line, "A strange secret—and the girl who waited for the truth." The credits for the picture stress CinemaScope, Metrocolor and the fact that the picture is from the famous novel and Saturday Evening Post serial story.







The press book for "Wreck of the Mary Deare" features ad mats in several variations and many sizes. Typical are the ones shown above and at right with copy stressing the star value and adventure of the sea story. Most of the ads have had added the snipe line "A man's picture that women love."

A SHOWMAN LOOKS

is obtain the name, address and telephone number of the borrower. requesting that the book be returned when finished. People appreciate the gesture and the loss of copies will be negligible. Do this early enough and the books will receive a relatively large circulation and your engagement will benefit accordingly.

A pair of important publicity aids which can be extremely useful have been prepared by M-G-M. These are two separate five-minute radio interviews featuring Gary Cooper on one, Charlton Heston the other. These transcriptions can be used either as "open end" interviews with a local announcer asking the questions from the prepared script, which accompanies each recording, or as a regular interview utilizing the voice of the announcer on the recording.

The Cooper interview deals with skin-diving, the star's hobby. The Heston interview recalls the other great sea stories that have become fine screen entertainment: "Mutiny on the Bounty," and "Captains Courageous," "The Caine Mutiny," to mention a few. Heston also offers anecdotes about the filming of "Mary Deare."

Both recordings also contain three spot announcements much prized by radio stations: Cooper and Heston each delivering a time break, a weather break, and an announcement that the interview will be heard at a later time. Your local M-G-M press representative will make these interview records available to you.

I have found coloring mats to be a most effective appeal to the younger members of the audience. M-G-M prepared a 3-column coloring mat that includes all the elements of suspense and adventure of "The Wreck of the Mary Deare." It can be used in many different ways: as a coloring contest in your local paper, as a herald, or blown up as a display in your lobby or out front, and in a supermarket as a bag-stuffer.

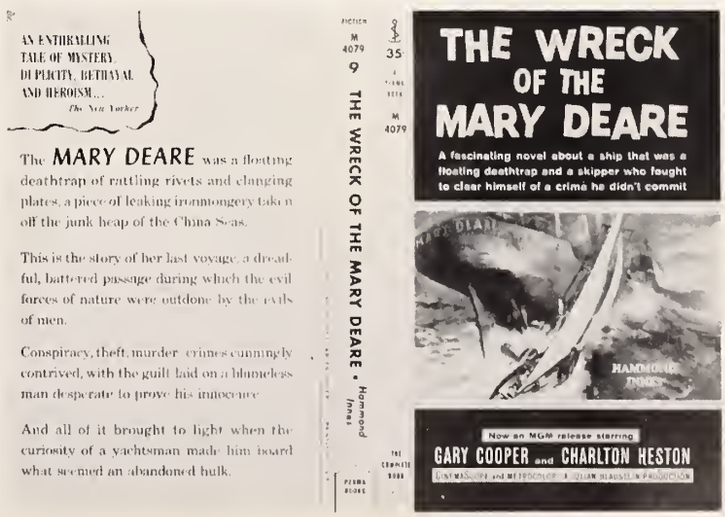
Still another special piece of artwork is an unusual sketch of the two stars of the picture as drawn by the famous artist, Morr Kusnet. I think you will find that the editor of the Sunday amusement page will be pleased to have a change of pace in the art. Also, use it for window displays, store tie-ups, as a herald, and as a lobby board.

The art theme may be further exploited by tying-up with a local art school and conducting a competition for original sea-scapes. When a representative group of pictures are submitted, hang them in your lobby, or in a cooperative art supply shop. Screen the picture for the students of the art school.

The nature of this film indicates that every effort should be made to enlist Coast Guard or Naval or Merchant Marine cooperation in your

(continued on following page)

Cover of Pocket Book Edition



A SHOWMAN LOOKS

(*continued from preceding page*)

campaign. The Services are constantly on the alert for aid in their recruiting drives and a well-planned campaign can provide mutual assistance: special banners and posters plugging the service involved and your playdate; a recruiting booth in theatre lobbies, with a Petty Officer to answer questions; a lifeboat with "Mary Deare" painted on her side makes an effective street stunt.

A Merchant Marine Night, or Naval Night, or Coast Guard Night can make for an exciting premiere. A band in front of the theatre, a drill squad, plus a contingent of personnel as guests of the theatre will create interest and provide a solid source of publicity.

Considerable publicity is available in the musical area, which should not be overlooked because this is a non-musical picture. "Mary Deare" offers a fine chance to move into the music field. The lure of the sea has been voiced in songs over the years, and so the fertile disc jockey field is open to the active showman. Arrange for disc jockeys to dedicate a portion of their shows to songs of the sea. These are nearly limitless in number and a variety of programs can be designed. Conduct contests in which listeners name their favorite sea song and explain their choice in twenty-five words. Another contest would seek the longest lists of song titles that refer to the sea.

A special point should be made, I think, of Gary Cooper's presence in this picture. Here is one of the true giants of our industry, a star of many year's standing who has appeared in over 100 major films. A simple letter-writing contest asking people to choose their favorite Gary Cooper picture, and explain why, can be very effective.

I would also like to call particular attention to the unique special trailer prepared for this picture. More than an ordinary trailer, this seems like a featurette. There are special effects, specially written dialogue between Cooper and Heston emphasizing the dramatic moments and recreating the suspense of the picture itself. Frankly, this is a trailer worth running weeks in advance, a real gem of entertainment on its own. Everybody exposed to this trailer is a sure-fire ticket-buyer.

It is a compelling piece of salesmanship.

"The Wreck of the Mary Deare" can separate the showmanship men from the boys. Based on the best-seller, two top star names, adventure and suspense, size and scope, it has them all. Add to this the cameo roles enacted by such internationally famous names as Michael Redgrave, Emlyn Williams, Cecil Parker and Alexander Knox, and you have a big picture. The sure hand of the old-fashioned showman will make it even bigger.

TV Short Tells of Skin Diving



A specially filmed and unusual television subject, sixty-three seconds in length, has been prepared by M-G-M to help you in selling your playdate. This silent film, accompanied by a narrator's script so that a local announcer may describe the action, features Gary Cooper and Charlton Heston as they prepare for and take part in the exciting diving sequence in "The Wreck of the Mary Deare."

The film begins with Cooper and Heston in skin-diving regalia on the complex sound stage where the sequence was subsequently shot. It follows them through the preliminary preparations and into the actual diving to the sunken Mary Deare.

This film should be placed on news shows as a feature story and on local live programs. If local tie-ups are made with sporting goods stores that carry diving equipment, this film may be used in conjunction with such stores' spot announcements.

Atlanta Baptist Women Ask Film Fare Change

Special to THE DAILY

ATLANTA, Nov. 3. — The Atlanta Baptist Women's Missionary Union, representing 19,000 members in 120 churches, has sent a resolution "deploring the type films shown in our theatres," to the Better Films Committee at City Hall. It was urged that films which portray distorted sex life, intemperance and gangsterism be replaced with films which will be character building, patriotic and educational.

ACE Would Help in Financing Production

The American Congress of Exhibitors is willing to help increase production by supplying funds, but so far the companies say they don't need such help, S. H. Fabian, ACE chairman, said Monday, following the latest joint ACE-MPA meeting here.

The ACE-MPA committee on more product is continuing to meet, he added, but has not yet been able to "work out a formula that looks sensible."

ACE, MPA Set Legislative Unit

(*Continued from page* 1)

president, and S. H. Fabian, ACE chairman, explained that the legislative policy committee will be composed of six members, three from each side. It will determine which bills should be approved or disapproved, as the case may be, by the industry as a whole. With the stand decided upon, the committee will work through the Council of Motion Picture Organizations and whatever other groups are interested in the bills.

While censorship was mentioned specifically, Johnston also said the joint legislative unit will consider action on any type of bill that might affect the industry.

On conciliation, both Johnston and Fabian agreed it is too early to draw any final conclusions, but they said they were satisfied with the results so far. The conciliation committee will continue to meet and to watch reports as they come in from the field.

"Conciliation seems to be going along very well, except for a few minor instances," Fabian said. Only a small number of cases have been appealed to home offices, he pointed out, indicating that settlements are being made on the local level.

The next meeting of ACE and MPA will take place in a short time, Johnston said, as soon as he and Fabian can set a convenient date.

Attending the meeting Monday were the following company presidents and representatives: A. Schneider, Columbia; Joseph Vogel, Loew's; Barney Balaban, Paramount; Spyros Skouras, 20th Century-Fox; Herb Golden, United Artists; Adolph Schimel and John O'Connor, Universal; Howard Levinson, Warner Bros.; and Irving Ludwig, Buena Vista.

Representing ACE were Fabian, Max Cohen, Irving Dollinger, George Kerasotes, Al Pickus, Emanuel Frisch, and Sol Schwartz. For MPA, Johnston, Ralph Hetzel, Kenneth Clark, Sidney Schreiber, and Manning Claggett.

'Porgy' Bow Today

CLEVELAND, Nov. 3. — Samuel Goldwyn's "Porgy and Bess" will open here tomorrow at the Palace Theatre under the sponsorship of the Cuyahoga County Heart Fund.

Conn. Baptists Favor Idealism in Pictures

Special to THE DAILY

HARTFORD, Nov. 1.—Connecticut Baptists, at the final sessions of their three-day convention here, cast their votes in favor of a strong stand on decency and constructive idealism in motion pictures and television.

In the same resolution, they registered disapproval of some forthcoming film releases by urging their national department of communications and National Council of Churches' broadcasting and films commission "to take a firm stand, both in New York and on the West Coast, in favor of a fair portrayal of the Protestant Ministry, as well as other faiths in motion pictures."

Stanley Reopens Nov. 10

PHILADELPHIA, Nov. 3.—Stanley Warner's Stanley, closed for the past two months to permit modernization and replacement of some of its facilities to make the first-run house more intimate, will be reopened on Nov. 10 with the local premiere of "Pillow Talk."

Special ceremonies will be held before 8 P.M., to mark the renovation of the theatre.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 88 NEW YORK, U.S.A., THURSDAY, NOVEMBER 5, 1959 TEN CENTS

Decision Today

Code Appeal Board Studies 'Anniversary'

Report UA Asked to Make Cuts in Fields' Production

The Appeals Board of the Production Code Administration held its first official session yesterday and reserved decision on its first case, the matter of a Code seal for the Joseph Fields-United Artists picture "Happy Anniversary."

Although it was officially announced that the board had taken the case under consideration and that a decision would be announced today, it was reported in industry circles that United Artists and the producer had been asked to make certain cuts in the picture and that the final decision on the matter of a seal would

(*Continued on page 7*)

WGA Members Ratify Strike Against Majors

From THE DAILY Bureau

HOLLYWOOD, Nov. 4.—Members of the Writers Guild of America, at a membership meeting held here last night, authorized a strike against the major studios unless an agreement is reached on a new contract. The present pact expires Nov. 17. The chief

(*Continued on page 5*)

Ten 'Porgy' Openings Set for Christmas Day

From THE DAILY Bureau

LOS ANGELES, Nov. 4.—Ten Christmas Day openings have been set for Samuel Goldwyn's "Porgy and Bess," it was announced today. Now

(*Continued on page 5*)

TELEVISION TODAY—page 6

Hear Code Seal Appeal Today on 'Last Summer'

The Production Code appeal board which in the first two years of its existence was not called upon to hear a single appeal involving denial of a Production Code seal to a picture, enters its third year with a suddenly crowded calendar.

The board, which heard the appeal of United Artists yesterday from the Code administration's denial of a seal to "Happy Anniversary," will reconvene today to decide Columbia Pictures' appeal of the denial of a Code seal to its "Suddenly Last Summer."

ACE and Conciliation Endorsed at NCA Meet

Special to THE DAILY

MINNEAPOLIS, Nov. 4. — The American Congress of Exhibitors and conciliation were endorsed by a overwhelming majority vote of the exhibitors attending the annual convention of North Central Allied Theatre Owners, held in the Radisson Hotel today. Election of officers and directors was the only other action taken by the group.

Optimism was the keynote of the convention, with a sharp upturn expected in business by most exhibitors. Reopening of many theatres

(*Continued on page 5*)

Ends Several Months' Indecision

'Oscar' Sponsorship By Industry Again

MPAA Says Non-Commercial Program Now Is Assured for the Third Year

Decision was reached yesterday for the industry to again sponsor the Academy Awards television and radio programs, it was announced by the Motion Picture Ass'n.

The announcement ended several months of indecision which developed after Universal and Warners declined to contribute financially to the approximately $800,000 fund required to put the "Oscar" awards on

(*Continued on page 6*)

Jerry Lewis Named TOA's 'Star of Year'

Jerry Lewis, comedian and singer, has been selected by Theatre Owners of America as its "Star of the Year." He will be honored Nov. 12 at the annual TOA convention banquet, to be held at the Sherman Hotel, Chicago.

The award is made to stars who

(*Continued on page 4*)

Coyne Sues Ford Frick For Baseball Services

A suit for $101,700, plus costs and interest, was filed by Robert W. Coyne, consultant to the Council of Motion Picture Organizations, and formerly its executive director,

(*Continued on page 2*)

Mo.-Ill. T.O. Warns on 'Fast Buck' Bookings

Special to THE DAILY

ST. LOUIS, Nov. 4.—Members of the Missouri-Illinois Theatre Owners Ass'n. are told in the organization's current bulletin that "fast buck" pic-

(*Continued on page 5*)

Marcus Promotion Campaign Testing Plans Advanced

Two cities were picked tentatively for tryouts of the Ben Marcus business-building campaign plan at a meeting yesterday of the Motion Picture Association's sales managers and advertising - publicity directors committees. A third city in which to test the plan is to be selected after further discussions. Pending that decision the committees agreed not to make an announcement.

Marcus, Milwaukee circuit head and Compo triumvir, has successfully executed the promotion campaign throughout Wisconsin and will spearhead the trials in the three new test areas.

REVIEW:

The Wreck of the Mary Deare

Blaustein—M-G-M—CinemaScope

WHAT THE SCREEN has been missing for a long time is a rattling good sea story, and "The Wreck of the Mary Deare" not only supplies that lack but is a suspenseful mystery tale to boot. The combination is irresistible, and with Gary Cooper and Charlton Heston portraying the leads, this Julian Blaustein production for M-G-M is bound to draw large crowds wherever it shows.

It snatches the attention of the spectator immediately with a vividly staged storm at sea during which a salvage boat in the English Channel

(*Continued on page 5*)

Lifelike color in every scene

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

GEORGE WELTNER, Paramount viee-president in charge of world sales, has returned to New York from Europe.

•

BURTON E. ROBBINS, vice-president of National Sereen Service, will return to New York today from San Franciseo.

•

LEO JAFFE, Columbia Pictures first vice-president and treasurer, and RUBE JACKTER, vice-president and general sales manager, are in Boston today from New York.

•

B. G. KRANZE, vice - president of Stanley Warner Corp., has left New York for Bermuda.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, returned to New York yesterday from Washington.

•

ARTHUR ISRAEL, head of Paramount Music Corp., and Famous Music, is in Hollywood this week from New York.

•

FREDERIC STOESSEL, president of Frederie Stoessel, Inc., left here yesterday via Avianca for a three-week business trip to Montego Bay, B.W.I., and Bogota, Colombia.

•

BEN JORDAN, branch manager for Allied Artists in New Orleans, has returned there from Atlanta.

•

IRVING PIZOR has returned to New York from a tour of Continental Europe, where he represented Lippert, Screen Guild, Thor International and Hermes Films.

•

IVAN FOXWELL, British producer, has arrived in New York from London.

•

RALPH JESTER, designer and coordinator for "Solomon and Sheba," has returned to New York from Spain.

•

HERBERT WILCOX, producer, has arrived in New York from London via B.O.A.C.

•

JAMES HILL, of Heeht-Hill-Laneaster, has left New York for Rome.

•

JAMES V. FRED, Southeastern division manager for Continental Distributing, Inc., has left Atlanta for Dallas.

•

MARTIN JUROW, producer, has returned to Hollywood from New York.

Coyne Is Suing Ford Frick

(*Continued from page* 1)

against Ford Frick, commissioner of baseball, charging failure to adequately compensate Coyne for acting as special counsel in connection with the legislative program of professional baseball.

The suit, filed in U. S. District Court here yesterday by the New York law firm of Samuel Spring and Michael Mayer, asserts that in September, 1958, Frick agreed that the fair value of plaintiff's services was in excess of $100,000 but that subsequently Frick offered $10,000 in full payment. The complaint states that Coyne incurred expenses of $1,700 in performance of the services, which were not specifically described in the complaint.

Photostatic copy of a letter from Frick to major league club presidents, dated May 5, 1958, reported that arrangements had been completed for Coyne to act as special counsel "in connection with the Congressional legislative program."

Active in Fight on Tax

As Compo executive director, Coyne played a prominent part in the succession of campaigns which brought reductions of the Federal admissions tax to its present level. Coyne resigned his Compo post last December to become president of the Distilled Spirits Institute in Washington, D.C., but was to continue to be available to Compo on an advisory basis if called upon by the film industry organization.

Variety International Directors Meet Today

Speeial to THE DAILY

PITTSBURGH, Nov. 4.—Plans for Variety Club International's forthcoming convention in Toronto head the subjects to be considered at a two-day meeting of the International board of directors, which gets underway here tomorrow at the Penn-Sheraton Hotel. George Eby, International chief barker, will preside.

An outline of the convention schedule will be presented by George C. Hoover, executive director. Raymond Bell will discuss plans for Variety Week to be observed next February. In addition Edward Shafton will discuss the International Humanitarian Award, and Tracy B. Mare will report on the charities eommittee. Edward Emanuel, first assistant chief barker, will speak on the International program for charity assistance to the various tents.

Set 'Happy' Promotion

United Artists and Exquisite Form have set a $2,500,000 national promotion for Fields' "Happy Anniversary," it was announced by Fred Goldberg, UA national director of advertising, publieity and exploitation. The merchandising program will be implemented on national and local levels by UA's field exploitation force and Exquisite Form representatives in advance of key regional bookings in November and December.

Universal Dividend

The board of directors of Universal Pictures yesterday declared a quarterly dividend of $1.0625 per share on the 4½ per cent cumulative preferred stock of the company, payable Dec. 1 to stockholders of record Nov. 16.

Glen Alden Reports Net Of $7.3 Millions

Glen Alden Corp., parent of RKO Theatres, reported net income of $7,396,000, including $2,991,000 from special items, for the nine months ended Sept. 30, last.

Glen Alden and List Industries were merged on April 21, 1959. The reported earnings include the operations of List since Jan. 1. Because of previous losses, no Federal income taxes apply to the Glen Alden earnings. The company operates a widely diversified group of companies, the individual earnings of whieh are not broken down in the report. Hence, RKO Theatres earnings for the period are not identified.

Smakwitz Named N. Y. Syracuse Alumni Head

Charles A. Smakwitz, Stanley Warner Theatres New Jersey zone manager, has been elected president of the Syraeuse University Alumni Ass'n. of New York City. The association includes New Jersey as well as all boroughs of New York City, with approximately 7,000 Syracuse graduates in the area.

Smakwitz has been active in work for the National Conference of Christians and Jews, the Will Rogers Memorial Hospital, Variety Club of New York, Trafalgar Hospital and South Ward Boys Club, Newark.

Brower Joins B.V.

William Brower has been named sales representative of Buena Vista's Cincinnati office, it was announced here by Irving H. Ludwig, Buena Vista president. Brower, formerly with Universal-International in Cineinnati, succeeds Jack Alexander, who reeently resigned.

Women's Page Service Is Launched by UA

United Artists is expanding i world-wide publicity activities wi the inauguration this week of a international feature service f women's pages of newspapers, mag zine and fashion publications, it w announeed by Fred Goldberg, n tional director of advertising, pu licity and exploitation.

As a key element of the new fe ture service UA will distribute monthly catalogue to women's pag editors, describing the speeial mat rials available to them in their area The subject will cover a wide rang of interest and readership. Fashio beauty, exercise, diet, make-u cooking and decorating will be topi of primary appeal.

The first of the materials includ by-line stories by David Niver starred with Mitzi Gaynor in "Happ Anniversary"; Julie London, starre with Robert Mitehum in "The Wo derful Country"; and Robert Rya starred with Harry Belafonte i "Odds Against Tomorrow." Produc tion scenes from each of the UA re leases are included.

Reception on Nov. 12 To Honor Youngstein

Two hundred-and-fifty leaders o the motion picture industry, out standing public figures and interna tionally-known entertainers will at ted a reception Nov. 12, inauguratin a special tribute to Health for Peac honoring Max E. Youngstein, vice president of United Artists.

Mrs. George P. Skouras is the hos tess, and Louis Nizer, general chair man of the Health for Peace dinne scheduled for the Hotel Biltmore o Dec. 14, will be the guest speaker a the event to be held in the home o Matthew Fox here.

Mrs. Vidor Joins UA

HOLLYWOOD, Nov. 4. — Mrs Doris Vidor has been engaged fo the newly-created post of special assistant to United Artists vice-presidents Robert F. Blumofe and Max E. Youngstein here. She will function primarily in connection with the ereation and development of special projects, as well as the coverage of books, plays and other materials for possible acquisition by independent producers associated with U.A.

Will Roadshow 'Planet'

HOLLYWOOD, Nov. 4. — "The Angry Red Planet," first feature film to be made in Cinemagic, will be handled nationally by Sino Productions, Inc., as a roadshow attraction, according to its producers, Sid Pink and Norman Maurer.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"PILLOW TALK"

IS THE MONEY BACK TALK OF THE INDUSTRY!



If you want to know just how big PILLOW TALK grosses are, talk to any of these exhibitors who have played it:

SOL SCHWARTZ, RKO THEATRES, for the Palace, New York; Golden Gate, San Francisco; State, New Brunswick; Palace, Rochester; Albee, Providence; Palace, Columbus. **WALTER READE, WALTER READE THEATRES,** for the Mayfair, Asbury Park; Community, Kingston; Majestic, Perth Amboy; Community, Morristown. **DON RUGOFF, RUGOFF & BECKER THEATRES,** for the Murray Hill, New York. **MORTON G. THALHEIMER, NEIGHBORHOOD THEATRES,** for the Byrd & State Theatres, Richmond; Century, Petersburg. **MARVIN GOLDMAN** for the Ontario **THEATRE, WASHINGTON, D.C. JACK FRUCHTMAN** for the Century Theatre, Baltimore. **JERRY GOVAN** for the Metropolitan Theatre, Boston. **EDWARD L. HYMAN, PARAMOUNT THEATRES,** for the Bardavon, Poughkeepsie; Broadway, Newburgh. **ROBERT LEVINE** for the Riverview Playhouse, Norfolk. **EDWARD SHANBERG** for the Spreckles, San Diego. **GEORGE S. OTTE** for the Capitol, Wheeling. **TED MANOS** for the Manos, Uniontown. **RUSS MORTENSON** for the Towne Theatre, Milwaukee. **ED STUCKEY, BUTTERFIELD THEATRES,** for the Regent, Muskegon; Temple, Saginaw; Michigan, Ann Arbor. **WOODROW PRAUGHT,** United Detroit Theatres, for the Michigan Theatre, Detroit. **ERNEST G. STELLINGS, TAR HEEL THEATRES,** for the Manor, Charlotte. **RICHARD LIGHTMAN** for the Malco, Memphis. **L. C. MONTGOMERY** for the Joy, New Orleans. **JOHN A. BRANTON, MINNESOTA AMUSEMENT,** for the State, Minneapolis; Paramount, St. Paul; Fargo, Fargo. **RAY SMITH, SHEA CIRCUIT,** for the Fulton, Pittsburgh; Paramount, Youngstown; Shea's, Erie. **JOE LISSAUER, SKIRBALL BROS.,** for the Paramount, Steubenville; Madison, Mansfield; Rivoli, Toledo. **NATE SHULTZ** for the Ohio Theatre, Lorain. **SYLVAN GOLDFINGER** for the Hippodrome, Cleveland. **LEON ENKEN** for the Robins, Warren. **JOHN BROUMAS** for the Cambria, Johnstown. **DAVID WALLERSTEIN, B & K THEATRES,** for the United Artists, Chicago. **GEORGE KERASOTES** for the Rialto, Peoria. **SAUL BRAGIN, STANLEY WARNER** for the Manos, Greensburg. **HAROLD S. ESKIN** for the State, State College. **MARVIN SAMUELSON, STANLEY WARNER,** for the Ritz, Clarksburg. **MIKE WELLMAN** for the Hickory Drive-In, Sharon. **GEORGE McKENNA** for the Lafayette, Buffalo. **GEORGE LYNCH, SCHINE CIRCUIT,** for the Paramount, Syracuse; Wooster, Wooster; Strand, Lexington; Vernon, Mt. Vernon. **EDWARD B. ARTHUR, FANCHON & MARCO,** for the Fox, St. Louis. **ROBERT W. SELIG, FOX INTER-MOUNTAIN THEATRES,** for the Denver, Denver; Boulder, Boulder. **HAYMAN BROS.** for the Cataract, Niagara Falls. **HARRY L. BERINSTEIN** for the State, Ithaca. **S. J. GREGORY, ALLIANCE AMUSEMENT CO.,** for Grand, Terre Haute; Embassy, Fort Wayne. **JOE WEINSTEIN, STANLEY WARNER,** for the Ohio Theatre, Canton; Ohio Theatre, Lima. **PHIL SMITH** for the Palace, Akron. **BERT PIROSH,** Fox West Coast Theatres, for the Egyptian, Los Angeles; Arlington, Santa Barbara. **BYRON LINN, COMERFORD CIRCUIT,** for the Strand, Binghamton. **THOMAS J. WALSH** for the Broadway, Portland, O.

ROCK HUDSON ♡ DORIS DAY

...THE PERFECT PAIR FOR...

"PILLOW TALK"

IT'S WHAT GOES ON WHEN THE LIGHTS GO OFF!

CO-STARRING

TONY RANDALL • THELMA RITTER

WITH NICK ADAMS • MARCEL DALIO • JULIA MEADE • Directed by MICHAEL GORDON

Screenplay by STANLEY SHAPIRO and MAURICE RICHLIN • Produced by ROSS HUNTER and MARTIN MELCHER

AN ARWIN PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE • *CINEMASCOPE in Eastman COLOR*

TENT TALK

Variety Club News

PITTSBURCH — Tent No. 1 will honor outgoing Chief Barker David C. Silverman and his 1959 crew during the 32nd annual Variety Club Banquet to be held at the New Arena Restaurant on Nov. 15. Outgoing crew members are Lou Hanna, Ray Downey, James Fallon and Harold Cray.

△

JACKSONVILLE—Both Tent No. 44 and the local chapter of Women of the Motion Picture Industry will participate in the city's annual Agricultural Fair to be held Nov. 11-21 at the Gator Bowl under Chamber of Commerce sponsorship.

△

WASHINGTON — George Nathan has been elected chief barker of Tent No. 11 for the coming year. Also named were: Edward D. Talbert, Sr., first assistant; Felix Grant, second assistant; Ross Wheeler, property master, and Sam Galanty, dough guy.

'Therese' in Cleveland

CLEVELAND, Nov. 4. — "The Miracle of St. Therese" now is playing simultaneously in 12 neighborhood theatres here, according to Donald D. Mungello, Burgettsville, Pa., distributor of religious pictures.

Lewis Named

(*Continued from page* 1)

have had consistent boxoffice success and who have brought credit to the industry. The Lewis citation took note of the star's humanitarian work, his support of charity drives, entertainment of service men and his efforts in behalf of muscular dystrophy campaigns.

Lewis' current picture, now in release, is "Don't Give Up the Ship." His "Visit to a Small Planet" is scheduled for release by Paramount early in 1960. He is now producing his first picture, "CinderFella," in which he also stars. Barbara Lawson and Joan Blackman, who appear with Lewis in "Visit to a Small Planet," will be among nearly two dozen "New Faces" who will appear at the TOA convention, Nov. 8-12.

Previous winners of the award were Danny Kaye, James Stewart, William Holden, Rock Hudson and Deborah Kerr.

To Reopen Theatre

ALBANY, N. Y., Nov. 4.—Howard Goldstein will reopen the State Theatre in Mechanicville, on a Friday-through-Sunday schedule, starting Nov. 20. The theatre, leased from James Benton, of Saratoga, has been dark since spring. Coldstein also conducts the Capitol in Whitehall, on lease from Benton.

HOW TO ACHIEVE HAPPINESS THOUGH MARRIED

Answered in 106 delightful minutes of motion picture entertainment. All questions frankly discussed. (1) Is the husband always the aggressor? (2) What to do when the wife locks the door. (3) When the children catch you sleeping on the sofa. No drawings! No illustrations! Only real LIVE actors used! THIS IS NOT A CARTOON—but the funniest, happiest motion picture that ever bounced convention right out the bedroom window.

Happy Anniversary

THE FIRST COMEDY FILMED IN SIN★ASCOPE THE MOST EXCITING PROCESS EVER INVENTED

THRU UA

N. Y. Art Theatres Distribute 'Showbill'

Showbill, a newly - published program magazine, is now being distributed to more than 250,000 patrons each month attending Manhattan's "art" theatres. Designed to provide these moviegoers with program data and provocative articles, the current issue features stories by Ingmar Bergman and Ben Hecht. Future contributors include: Bosley Crowther, Jerry Wald, Hollis Alpert, Leo Rosten, H. Allen Smith and others.

Explained by Heineman

Describing the need for *Showbill*, James H. Heineman, who with Edward A. Hamilton and Charles Preston is publishing the magazine, said, "with scheduled curtain time, handsome decor and well-appointed coffee lounges, the art house has all the accoutrements of the legitimate theatre, with one exception—a program. *Showbill* was created to fill that need."

The magazine includes cast listings, credits and background data concerning the film on view at the theatre. Ushers distribute copies to all patrons. Theatres currently distributing *Showbill* include: Baronet, Beekman, Fifty-Fifth Street, Fifth Avenue Cinema, Fine Arts, Guild, Little Carnegie, Normandie, Murray Hill, Paris, Sutton, Trans Lux-52nd St.

Compo Denies Charge Ad Was 'Subversive'

In a letter to the editor of the *Syracuse Post-Standard*, Charles E. McCarthy, executive secretary of Compo, has denied that a recent advertisement published by the council in *Editor & Publisher* was "subversive," as alleged by the Syracuse paper in a recent editorial.

McCarthy Cites Attacks

McCarthy said the advertisement was an appeal to newspapers to examine more carefully the purposes back of the present agitation for censorship of movies. He cited recent attacks by New York clergymen on newspapers as being responsible for the rise in juvenile delinquency, declaring that these attacks were evidence that the newspapers were not immune from attempts at censorship.

$1,344,246 Gross for 'Gigi' in N. Y. to Date

Metro - Goldwyn - Mayer's "Gigi" ended its nearly 18-month first-run in New York City on November 1, having grossed $1,344,246 at the Royale and the Sutton. In 24 weeks at the Royale it took in $484,020. Moving to the Suiton for a continuous run engagement November 2, 1958, "Gigi" brought in another $860,246 in 52 weeks at the 690-seat house.

It will open in New York neighborhood theatres for New Year's.

"Gigi" also completed its first run engagement in Chicago recently with a gross of $816,670 and will begin its multiple engagements Nov. 6. In New York and Chicago, the Oscar winning film has grossed $2,160,816.

First Woman Exhibitor Org. President to TOA Meet

Special to THE DAILY

LITTLE ROCK, Nov. 4. — Th first woman in the United States t be elected to the presidency of a exhibitor's association will attend th national convention of the Theatr Owners of America, opening in Ch cago Sunday. Mrs. Noa White, electe president of the ITO of Arkansa early this year, became the nation first woman to be accorded the hono She has been office manager of Row ley United Theatres in Little Roc since 1943.

Mrs. White is a past president c the Women's Chamber of Commerc and the Little Rock Soroptimist Clul She has been a member of the Boar of the Little Rock Advertising Clu and served as treasurer of the YMCA

First Half Earnings in Record for Jerrold Elec

Special to THE DAILY

PHILADELPHIA, Nov. 4.—Recor first half sales and earnings for th Jerrold Electronics Corporation wer announced here by Milton J. Shapp president. Sales and service revenue totalled $3,723,000, up 15 per cen from the $3,214,000 for the simila period last year.

Net income was $540,543.77, or 4 cents per share, which includes non recurring income of $284,240 (2 cents per share) representing th profit on the sale of the operatin properties of the community antenn system subsidiary in Key West, Fla This compares to net earnings of $57, 182 (5 cents per share) for the com parable year-ago period. Jerrold earn ings for the entire fiscal year ende Feb. 28, 1959, totalled $397,656, o 36 cents per share.

Shapp expressed great satisfactio at a previously announced agreemen between his company and Internation al Telemeter Company, a division o Paramount Pictures, relating to th manufacture and installation of equip ment for the Telemeter closed-circui pay-as-you-see TV system. Jerrol currently is working on the first suc installation in Toronto, Canada, fo Famous Players Canadian Corp., Ltd

Clearance Change Is Sought in Canton, N. Y.

Special to THE DAILY

ALBANY, N. Y., Nov. 4.—The ma jor distributors in Albany reportedly have been asked by Alec Papayanakos for removal of the one-day clearance held by Schine's Strand in Ogdensburgh over Papayanakos' American in Canton, about 18 miles away. The request was made via letter from Raymond Smith, buyer-booker for Papayanakos.

Under the present arrangement, the American can play any picture 21 days after national release, if the Schine house has not booked it. The clearance had been three days and was reduced to one.

NCA Approves

(*Continued from page* 1)

hich now are shuttered was also redicted.

Ted Mann, owner of downtown eatres in Minneapolis and St. Paul, d Minneapolis neighborhood uses, warned exhibitors that censrship is coming to Minnesota, and rged united action on the matter hen the time comes.

Frank Mantzke, president, reorted that regional meetings this ear were well attended, and that any problems had been solved, as a sult of the meetings. He urged suport of ACE conciliation, and a dermined effort to find a solution to he many problems still confronting rea exhibitors.

Appeal by Mareus

Ben Marcus, Milwaukee, urged exibitors to merchandise their pictures ith methods similar to those used y national advertisers of other prodcts. He praised newspaper, radio nd television advertising for results rought in increased business, especlly the use of radio.

Robert Hoff, president of Motion icture Investors, reported that reeption of the plan for exhibitors to uy film stocks has been beyond all xpectations.

Charles Winchell, president of Minnesota Amusement Company, deribed the fight of his company gainst Minnesota daylight saving ime in the 1959 legislature.

Joseph Podluff, Minneapolis, spoke bout the Variety Hospital here, ponsored by the Variety Club of he Northwest. He cited William leeter of Canby, Minnesota (populaion, 2,173) for collecting $657 in one week.

Howard Underwood, general manger, Home Theatres, Brainerd, Minn., discussed several highly successful promotions that he has used.

New Produet Deseribed

Forthcoming product was outlined by local branch managers, Roy Miller, Universal; Arthur Anderson, Warner Brothers; Jess McBride, Paramount; Carl Olson, United Artists, Avron Rosen of Buena Vista; Sidney Eckman, Metro - Goldwyn - Mayer; Irving Marks, Allied Artists, and R. W. Favaro, 20th Century-Fox, Jonas Rosenfield, Columbia Pictures executive in charge of advertising and publicity, also spoke.

William Green's report on finances revealed the largest bank balance for North Central Allied in recent years.

Other subjects discussed, included shortage of product and high film rentals.

'Sapphire' Sets Record

"Sapphire," Rank Organization film being released here by Universal, grossed $2,865 on Tuesday at the Sutton Theatre here, described as the biggest weekday gross in the history of the theatre. The Tuesday figure was way ahead of Monday, the opening day, and was credited to the excellent reviews received.

The Wreck of the Mary Deare

CONTINUED FROM PAGE 1

is struck by a freighter that suddenly looms out of the darkness. The salvage boat is the *Sea Witch,* aboard which is co-owner Heston, and the freighter is the *Mary Deare,* which appears to have been completely deserted by captain and crew.

In search of bounty Heston boards the freighter to find one man still there, a truculent, bloodied fellow (played by Cooper) who claims to be the captain. Cooper tells Heston the crew of the *Mary Deare* had attacked him, dynamited the forward compartment, and set the ship on fire. Then they deserted in the lifeboats, leaving only one, he explains.

But there are obvious discrepancies in this story about which Heston can only conjecture. There is also a corpse in the coal bin which the audience sees, but Heston does not.

And then Heston discovers that Cooper is evidently trying to wreck the *Mary Deare*—in fact does send the ship onto the rocks where it comes miraculously to rest in one piece, after the two men have escaped in the remaining life boat.

What really happened on the Mary Deare? Why did her crew desert? Whose is the corpse in the coal bin? Is Cooper, who turns out not to have been captain, hero or villain?

The answers to these and other intriguing questions are eventually supplied in the steadily absorbing script that Eric Ambler has written from the novel by Hammond Innes. The trail leads to a court of inquiry in London, wherein some damaging charges against Cooper are made, and the final solution is revealed in an exciting climax underwater in which Cooper and Heston return to the submerged hull of the wrecked ship searching for evidence.

The suspense is terrific in this scene, but director Michael Anderson has actually built it continuously all along, moving easily even through some details of the plot which have a tendency to seem over-involved at times.

Cooper has a stronger role than Heston, the former playing a character that is more mystifying and complex, but both give robust and effective performances. And the supporting cast includes several of Britain's most eminent performers, all of whom make their "bits" stand out sharply: Michael Redgrave, as a relentless lawyer for the British Ministry in the inquiry; Emlyn Williams, as another barrister, representing the owners of the Mary Deare; Virginia McKenna, as the daughter of the captain of the Mary Deare; and Cecil Parker as chairman of the court of inquiry.

In addition to scenes shot in Hollywood, location sequences were photographed in London, Southampton and in the English Channel—all of which are most atmospheric in CinemaScope and Metro-Color.

Running time, 105 minutes. General classification. Release, in November.

RICHARD GERTNER

Mantzke Is Reelected North Central Head

Special to THE DAILY

MINNEAPOLIS, Nov. 4. — Frank Mantzke was re-elected president of North Central Allied Theatre Owners at its convention here today.

Other new officers are: E. O. Olson, Northfield, vice-president; George Granstrom, St. Paul, secretary.

Directors are Lowell Smoots, Little Falls; Ted Mann, Minneapolis; J. E . Johnson, Deer River; Fred Schnee, Litchfield; Howard Gould, Glencoe; James Rand Gaard, Staples; Sol Fisher, Minneapolis; Charles Rubenstein, Minneapolis; Joseph Carrier, Hallock; Benjamin, Berger, Minneapolis; Joseph Rostvold, Caledonia; Joseph Miller, Spring Valley; Sid Volk, Minneapolis; John Glaser, Tracy; Edward Fredins, Cloquet; J. Brandenhoff, Fairmont; Al Smith, Winona; E. A. Peaslee, Stillwater—all Minesota; Al Bergman, Hudson, Wis.; Al Munro, Munro, N. D.; M. W. Carroll, Plankington, S. D.

New Pakistan Film Pact Continues 250 Licenses

A new film agreement with Pakistan providing for the same number of feature import licenses—250 — as authorized in the expired agreement, has been signed by Charles Egan, Southeast Asian representative of the Motion Picture Export Association.

Pact Expires June 30, 1960

The agreement is for the year ending June 30, 1960. Delay in signing the agreement was occasioned by postponements in finalizing the foreign trade budget of Pakistan. The government would not enter into a new film agreement pending signing of the trade budget. The MPEA's master license formula will be applied in the division of the 250 licenses.

'Miracle' Bows Nov. 12

Warner Bros.' "The Miracle" will have its world premiere Thursday, Nov. 12, at Radio City Music Hall.

Mo.-Ill. TOA

(*Continued from page* 1)

tures with "overdone sex angles mean censorship." Thee xhibitors were invited to address their thoughts on the subject to trade papers and direetly to the film companies.

Headed "A Word About the 'Fast Bucks'," the bulletin says: "Anything overdone is harmful. Occasionally playing a sexy attraction may be profitable, but if you play sex pictures continuously, you can be sure that you invite censorship, which means grief and trouble."

The bulletin announces that the annual convention of the Missouri-Illinois organization will be held at the Chase Hotel herc, Monday, Nov. 30.

WGA Members

(*Continued from page* 1)

demand being made by 450 writers is that they be given residual payments for motion pictures produced since 1948 and sold for television use.

The Guild struck 56 independent studios on Oct. 10, but since then agreements have been reached with five: the Mirisch Co., Seven Arts Productions, Pennebaker, Inc., Harold Hecht and Stanley Kramer.

Ten 'Porgy' Openings

(*Continued from page* 1)

playing in 12 cities, the addition of the 10 Yuletide openings will bring to a total of 22 the key cities playing "Porgy and Bess" on a reserved-seat, exclusive-area engagement policy.

Six Writers Are Busy On Productions for AA

From THE DAILY Bureau

HOLLYWOOD, Nov. 4.—Foreshadowing a continuance of Allied Artists' renewed production activity, six writers are at work on properties for the company.

Alec Coppel is writing "Streets of Montmartre," which Douglas Sirk will produce and direct with Lana Turner and Louis Jourdan starred; Jo Swerling is doing the screenplay for "The Big Bankroll," which Samuel Bischoff and David Diamond will produce; Elwood Ullman is at work on "Reckless, Pride of the Marines," for producer Lester Sansom, and Jack De Witt is completing "Crash Boat" for producer Lindsley Parsons.

In England, Bill Raynor and Myles Wilder are at work on 39 segments of "Marco Polo," the series which W. Lee Wilder will produce and direct for Interstate Television Corp., an Allied Artists subsidiary.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST



For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5
630 NINTH AVE.- NEW YORK 36

'Oscar' Show

(*Continued from page* 1)

the air next April 4. Warners subsequently agreed to go along for the third and final year under the industry's sponsorship option, after an MPAA committee had met with Jack L. Warner, president.

Indications yesterday were that Milton R. Rackmil, Universal president, had not altered his position and just what arrangements MPAA had made to resolve the broadcast sponsorship were not disclosed. Unconfirmed reports were that efforts were being made to interest MPAA member companies which have not participated in the broadcast financing in the previous two years of the option agreement to do so for the final year, 1960. Failing this, it is assumed the participating companies will work out a formula for absorbing the deficit now in view.

Decision Is Definite

Whatever the financial understanding might be, MPAA's announcement stated unqualifiedly that the Awards program will again be under industry auspices.

After the 1960 NBC telecast and broadcast of the Awards ceremony, the Academy will enter into a new agreement. It has discussed arrangements with all three networks and indications are that if it remains under industry sponsorship after 1960 it will be on a more favorable basis financially. Prior to the three-year industry option agreement the program was commercially sponsored by Oldsmobile.

The formula in the past two years for financing sponsorship of the program was an assessment of one-quarter of one per cent of MPAA member companies' domestic distribution revenues. Member companies to which the formula was not applicable did not participate and it is reported that the current appeal to contribute is being made to one of these.

Cost Around $600,000

Basic cost of the telecast-broadcast has been around $600,000 annually. This is augmented by a $150,000 contribution by MPAA members to the Academy annually toward its operating costs. Last spring, an excess charge was incurred which has not been paid to NBC-TV yet. The charge resulted from an extension of the program to two hours of air time from the previous 90 minutes, with some 15 to 20 minutes of the extra time being unused.

Next April the program once more will be 90 minutes only.

The same industry-wide cooperation by exhibition as well as production and distribution which prevailed in the promotion of this year's "Oscar" awards telecast has been pledged for next year's, MPA said.

William Pierce, 48

MILWAUKEE, Nov. 4.—William (Billy) Pierce, 48, former manager of the Egyptian Theatre here, died. Interment was at Westby,

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE Bell Telephone Hour NBColorcast on Friday, Nov. 20, an all-Gershwin musicale, will feature Ella Fitzgerald, Vic Damone, Polly Bergen, Andre Previn, Marge & Gower Champion with Don Voorhees conducting the orchestra. . . . Jacques Renard, rotund violinist and ork pilot, famous as Morton Downey's long-time orchestral support, has become the "Meyer Davis" of Boston. . . . Last year when we visited Hollywood, we had occasion to meet a disc jockey at station KLAC, Ron McCoy, who impressed us with his station and music savvy to such an extent that we printed a rave about him. Word has just reached us that Ron, who prior to his arrival in Hollywood, had been program director at KALL, Salt Lake City, has just been promoted to program director by veep Dick Westman. KLACongrats. . . . Hubbell Robinson's 9th of the series of 39 "Ford Startime," NBColorcasts skedded for Tuesday, Dec. 1, will highlight the career of Ethel Merman, dating from her 1930 Broadway debut in "Girl Crazy" to her current "Gypsy." Produced by Roger Edens and directed by Gregg Garrison, La Merman will have in supporting roles Tab Hunter, Fess Parker and Tom Poston. . . . Jack Kelly has recovered from a water-skiing accident and has returned to the "Maverick" lot. . . . Ted Nathanson, who directs several NBC sports programs, is subbing for Dick Schneider, as megger of the daily "Dough-Re-Mi" TVehicle. . . . Here's a switch: Lark Trude Adams will honor the TWENTY TWO people who bought her 20th Century-Fox flop platter "The Power of Love" with a cocktail party Thursday at the East Horizon. . . . Bob Velazco's fine servicing to moom pitcher and TV producers via his Musifex Co. starts the second year. Lad inherited much of his music knowledge and talents from Emil Velazco, nationally famous composer-organist, who is his father and mentor. . . .

☆ ☆ ☆

The addition of Allen Funt's unusually entertaining "candid camera" has added a new dimension in laughter to an already great program that Garry Moore has been sending out these past few CBSeasons. To this viewer "The Garry Moore Show," for week in-week out dependability, rates copping every "TVariety Show Award." . . . "The Naked City," which was telecast last season as a half-hour series over the ABChannels, will become a 60-minute weekly program, it was agreed by Screen Gems and ABC. Associate Producer Sam Manners is in Gotham scouting studios and locations for the new program which will start rolling shortly. . . . An RCA special NBClosed circuit telecast from Macy's L.I. store Nov. 12, will co-feature Paul Taubman and Vaughn Monroe. . . . Jack Philbi will produce the Academy of TV Arts & Sciences "Close-up Dinner" honoring Arthur Godfrey which will be held at the Waldorf-Astoria Hotel in Gotham, Friday, Jan. 8. . . . Len Dillon, formerly with WFAS has been named NBC Radio Sports Editor succeeding the late Paul Jonas. . . . Headed by Albert L. Odeal, a new firm, Tele Features, Inc. marketing a "Comedy Carnival" series which is loaded with stars including Bob Hope, Bing Crosby, Shirley Temple, Buster Keaton, Danny Kaye, Joan Davis, Imogene Coca among others. For "laff programming" these by Odeal are Ideal. . . . The Jerry Lewis Telethon for Muscular Dystrophy Fund Nov. 21-22, will originate at the Ziegfeld Theatre and be seen over NYChannel 5. . . . Tuesday Nite's "Ford Startime," rang the NBChimes —but loud. With three pros like Frank Sinatra, Dean Martin and Mickey Rooney, singly and collectively at their best, how could it miss?" . . .



Garry Moore

Brynner 'The Mad King'

HOLLYWOOD, Nov. 4. — Yul Brynner has signed to play the title role in "The Mad King," to be produced by Brynner's company, Aliciona Productions, following completion of his current picture, "Surprise Package. "The Mad King" will be co-produced by Brynner and Anatole Litvak who will also direct. The film will be a United Artists release.

New Fla. Vending Firm

JACKSONVILLE, Nov. 4. — Tropical Refreshments, Inc., new vending machine company, has been formed here and is operating in connection with the Roy Smith Co., state-wide theatre suppliers with main offices and warehouse in this city.

Jack Burns is manager of the new organization.

Paramount TV Signs Yorkin-Lear Firm

Tandem Productions, the company recently formed by producer-writer-director team of Bud Yorkin and Norman Lear, has been signed to a long term exclusive contract by Paramount Pictures Television, it was announced by George Gruskin, executive in charge of film television programs and West Coast operations.

The deal calls for the newly formed Tandem company to produce pilots for six television film series, two of which will be "Henry T." and "Meet Me at Danny's" (tentative titles). Both of these pilots should be completed by March 1 of next year. In addition to those properties, Yorkin and Lear will develop TV spectaculars and theatrical films, and have a stockpile of material with which to launch their new association with Paramount. Yorkin and Lear will headquarter on the Marathon lot. Pilots will be produced and directed by Yorkin and Lear, with actual production scheduled to begin in the very near future.

Du Mont Earnings Up; 16-Week Net $148,426

Allen B. Du Mont Laboratories reports a profit of $148,426 on sales of $5,482,681 for the 16 weeks ended October 11, last. For the first 40 weeks of 1959, on sales of $14,726,117 income of $30,754 was realized, which is not subject to Federal income tax because of the company's tax loss carry forward.

D. T. Schultz, president, said the company's finances are in excellent shape and that the reported earnings do not reflect the profit from the recent sale of its East Paterson plant.

During the final half of last year substantial write-offs were taken as a result of the discontinuance of the company's consumer television set and picture tube businesses, and therefore comparisons with the like periods of 1958 have been omitted.

TV Heads, Publishers on Variety's Award Unit

Television network heads and publishers have been added to the Humanitarian Award Committee of Variety Clubs International, which annually cites an individual regarded as outstanding in his efforts for the betterment of mankind, it was announced by Edward Shafton of Omaha, committee chairman.

Joining 100 other committee members are Louis G. Cowan, president of the CBS Television Network; Leonard H. Goldenson, president of American Broadcasting Company; Sol Taishoff, publisher of Broadcasting Magazine; William Randolph Hearst, Jr., publisher of the Hearst Newspapers; N. R. Howard, editor, Cleveland News; Richard H. Amberg, publisher, St. Louis Globe-Democrat; Sterling E. Graham, publisher, Cleveland Plain Dealer; and C. B. Lindeman, publisher, Seattle Post-Intelligencer.

The Humanitarian Award winner will be announced June 2, 1960, at the annual convention in Toronto.

PEOPLE

Erie Johnston, Motion Picture Association president, and Mrs. Johnston will entertain Prime Minister Jawaharlal Nehru of India at a reception at the Savoy Hilton Hotel here Nov. 15 on the occasion of Nehru's 70th birthday and the television premiere of "Portrait of Nehru by Arnold Michaelis."

□

William Carroll, manager of the Indoor Astor Theatre, Orlando, Fla., has replaced Harold Popel as booker for the B. S. Maas Theatres in Gainesville, Ocala and Orlando.

□

Martin H. Poll, president of Gold Medal Studios, has joined Selma Tamber as co-producer of "Viva Madison Avenue," new comedy by George Panetta which will be directed by Ira Cirker for spring production on Broadway. Poll and Miss Tamber also plan to purchase the motion picture rights to the production and film it in New York.

□

William Dozier, having completed a vacation of four weeks, has taken over his new duties as vice-president of Screen Gems in charge of West Coast operations.

□

Andy Anderson, operator of a circuit of film theatres in Kentucky, has purchased the *Greenville Leader*, a weekly published at Greenville, Ky.

□

B. G. Odlum is the new manager of the Palace Theatre, Lake Placid, N. Y. He succeeds Joseph L. Jarvis, who resigned to join an automobile agency.

□

Paul R. MaeBeth, a veteran of 30 years in exhibition, most recently as New England field supervisor for Affiliated Theatres, of Boston, has been named general manager of Community Theatres, Inc., five-unit circuit of Hartford. He succeeds Carroll J. Lawler, who has resigned.

Decca Record Earnings $911,260 in 9 Months

Consolidated net earnings of Decca Records, Inc. for the nine month period ended Sept. 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to $911,260. This is equal to 60 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1958, Decca reported earnings $394,353, equal to 26 cents per share on 1,527,401 outstanding shares of capital stock.

Board Studies 'Anniversary'

(*Continued from page 1*)

depend on whether or not the cuts were to be made.

The picture, filmed from a Broadway comedy, revolves around the subject of pre-marital sexual relations between a now happily married couple. Their young children hear the matter being discussed and spread the word around the neighborhood and on a television show. In its final form it was refused a Code seal by the PCA. Fields and United Artists then brought the case to the appeal board set up two years ago to broaden the base of the Code Administration. Appeals previously were decided by the board of directors of the Motion Picture Association. The new board comprises the MPAA directors and ten executives from production and exhibition.

Those attending the session yesterday in the College Room of the Hotel Astor, following a screening of the picture at UA, were: Eric Johnston, Benjamin Kalmenson, Edward Morey, John J. O'Connor, Abe Schneider, W. C. Michel, Russell Downing, Leopold Friedman, George Kerasotes, Ben Marcus, Sol Schwartz, John Ford, William Goetz and George Sidney. Leonard Goldenson and Stanley Kramer, also members, did not attend.

It was reported that one objection to the picture, voiced by exhibitor members of the board concerned a sequence showing the adolescent son of the family getting drunk on champagne.

Fields, William J. Heineman, Seymour Peyser and Charles Rembar, attorney for Fields, presented the case for United Artists, and Geoffrey Shurlock represented the Code Administration.

Alfred Kolitz Named To Continental Post

The appointment of Albert L. Kolitz as Western District sales manager for Continental Distributing, Inc., was announced by Carl Peppercorn, vice-president in charge of sales. Kolitz's territory will encompass all areas served out of Los Angeles, San Francisco, Portland, Seattle, Salt Lake City and Denver.

An industry veteran, Kolitz joined RKO Radio Pictures in 1936 as a salesman, eventually being appointed in 1947 as Midwest District manager for the Rocky Mountain area. After the dissolution of RKO, he then represented Rank Film Distributors of America in Denver until it ceased operations in April of 1959. He recently designed from NTA Pictures to take his present position with Continental Distributing.

Kolitz replaces Harry Thomas, who resigned and who will announce his plans shortly.

To Build Mass. Drive-in

BOSTON, Nov. 4.—With all litigation cleared on the proposed drive-in to be built in Braintree, Mass., Arthur K. Howard, president of Braintree Drive-In, Inc., will start construction in the early spring for a 2,000-car open-airer to be ready for an early summer opening. Plans for the theatre were held up by an abutter who protested the building of the theatre and took the case to the Norfolk County Court, where the master sitting on the case found in favor of the theatre.

Karp Signs Two More

HOLLYWOOD, Nov. 4.—Edmond Beloin and Maurice Richlin have been signed by Jack Karp, Paramount studio head, to develop, write and produce productions for Paramount release. The two will start work as soon as they complete their current assignments.

Law School Dean Hits 'Chatterley' Decision

Special to THE DAILY

MILWAUKEE, Nov. 4.—A United States Supreme Court decision upholding the right of a film distributor to present a film showing adultery as "proper behavior" was criticized sharply here by Reynolds C. Seitz, dean of the Marquette University law school. "It is simply contrary to basic truth," the dean said. He described the decision, issued last June 19, in a divided opinion, as an unrealistic interpretation of the First Amendment of the Constitution, which guarantees free speech.

The case involved a dispute between the New York board of regents, the state's censoring body, and the distributors of the film, "Lady Chatterley's Lover."

Kansas Censor Banning Of 'Garden' Is Upheld

Special to THE DAILY

KANSAS CITY, Mo., Nov. 4.—The Kansas Board of Review's ban against the showing of "Garden of Eden" in that state was upheld by the Wyandotte County district court in a ruling given yesterday. In upholding the censor board, Judge O. Q. Claflin III said the agency was acting within legal limitations in refusing to approve the film on grounds of obscenity. Before making the decision, the judge personally viewed the movie.

The suit requesting that the censor board be ordered to approve the film's showing in Kansas was filed by Excelsior Pictures, Inc., New York, the distributor.

20th-Fox Dines Comics

CINCINNATI, Nov. 4. — Weldon Waters, branch manager, and J. E. Watson, advertising manager of 20th Century-Fox here, hosted a luncheon at the Netherland Hilton Hotel for Tommy Noonan and Pete Marshall, appearing soon in "The Rookie."

Rank, Russians Make Distribution Deal

From THE DAILY Bureau

LONDON, Nov. 4. — The Rank Organization announced it has completed an agreement in Moscow for distribution of four British pictures in the Soviet Union. The films are "Great Expectations," "The Million Pound Note," "Hell Drivers," and "Mandy." Release is scheduled for next year, and the pictures will be dubbed into English.

At the same time Rank agreed to handle the distribution of several Russian films here, including "The Destiny of a Man." It is understood that the deal calls for exchange of cash and is not the type of barter arrangement the Russians have previously insisted upon.

Plan 'Beach' Benefit Premiere Here Today

Stars of stage, screen and television, society leaders and others will attend the American Academy of Dramatic Arts' cocktail party today at 4:30 P.M. in the Columbia Suite of the Hotel Astor, to launch the forthcoming benefit premiere of Stanley Kramer's "On the Beach," a United Artists release.

The American Academy of Dramatic Arts, in celebration of its 75th Anniversary, will sponsor the New York premiere of the film at the Astor on Dec. 17, with all proceeds going to the Academy. Frances Fuller, president of the Academy, and Lillian Gish, honorary chairman, will receive the many celebrities comprising the Benefit Committee.

United Artists officials present will include William J Heineman, vice-president; James R. Velde, vice-president in charge of domestic sales; Roger Lewis, vice-president in charge of advertising, publicity and exploitation, and Fred Goldberg, national director of advertising, publicity and exploitation. Others attending will be George Thomas, Jr., head of the "On the Beach" global unit; Meyer P. Beck, Stanley Kramer's Eastern representative, and Robert W. Dowling, president of City Investing Company.

Jerome Steel Dies

CLEVELAND, Nov. 4.—Jerome Steel, 64, owner of the Apollo Theatre, Oberlin, and Starview Drive-In, Norwalk, and a veteran exhibitor and former member of the board of directors of Independent Theatre Owners of Ohio, died at his home Wednesday of a stroke. Surviving are his wife Dena, and twin sons, Bill, who manages the drive-in, and Larry, of Cleveland. Funeral services will be announced.

Set 'Happy' on Coast

Fields Productions' "Happy Anniversary" will have its West Coast premiere at the Fox Beverly Theatre, Los Angeles, Nov. 18, it was announced by William J. Heineman, vice-president of United Artists.

WORLD PREMIERE

benefit of the Damon Runyon Fund

PARAMOUNT THEATRE

New York • Tuesday evening, November 17

THE LOVE STORY SIGNED F.

How casual their meeting- "Sheilah Graham, this is F. Scott Fitzgerald, the celebrated author!"

How bitter-sweet their relationship.

Once he had said,"I can't imagine any man not wanting you!"

Then there was the night when only the four walls were witness–

"Who are you anyway, my lady of the gutter! I'm going to kill you!"



20th Century-Fox presents

GREGORY PECK

DEBORAH KERR

JERRY WALD'S PRODUCTION OF

BELOVED INFIDEL

CO-STARRING

Eddie Albert

DIRECTED BY

HENRY KING

SCREENPLAY BY

SY BARTLETT

CinemaScope
COLOR by DE LUXE
Stereophonic Sound

available for selected engagements at the coming holiday season!



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 89 NEW YORK, U.S.A., FRIDAY, NOVEMBER 6, 1959 TEN CENTS

EDITORIAL

TOA and NAC in Chicago

By Martin Quigley, Jr.

EXHIBITORS from all over the country will have an opportunity to exchange views on mutual problems and observe the latest in refreshment services and equipment during the period November 8-12 in Chicago. The Theatre Owners of America and the National Association of Concessionaires will hold their annual meeting and trade show at the Sherman Hotel. This year TOA will be devoting special attention to product and product merchandising. NAC promises a display of many new services for drive-in and conventional theatres.

•

It is of particular importance for exhibitors attending a national convention to take advantage of the opportunity to spend as much time as possible at the trade show. This year TOA has arranged its convention meetings so that the delegates will be free to spend several hours in the afternoon of each of the three first days of the sessions inspecting the exhibits and conferring with the representatives of the refreshment and other services and equipment at the trade show.

Competition for the public's time requires a theatre to have the best possible product on the screen, aggressively merchandised in advance and also comfortable surroundings, well equipped with refreshment and other service facilities.

Says Para. Won't Offer Film Without Code Seal

"It is not Paramount's policy to release a picture without a Production Code seal," George Weltner, head of the company's worldwide distribution, said yesterday in a reply to a hypothetical question put to him by a reporter at a luncheon press conference at the home office yesterday.

"Paramount's position," he said, "is that the industry has a Code and Paramount subscribes to it. The Code exists for good and sufficient reasons and we will abide by it," Weltner declared.

Review Board Gets Compromise

Changes Win Code Seals for 2 Films

Line to Be Added to UA's 'Anniversary'; PCA and Columbia Agree on 'Suddenly'

The Production Code Review Board, composed of the directors of the Motion Picture Association and 10 executives from exhibition and production, concluded two days of meetings yesterday and arranged compromises which will result in the issuance of Code seals to two productions which had been refused approval by the Production Code Administration. The pictures are "Happy Anniversary," produced by Joseph Fields and released by United Artists, and "Suddenly Last Summer," produced by Sam Spiegel and released by Columbia.

Following a screening of "Anniversary" and a series of meetings between Fields and UA representatives Wednesday and yesterday, both the MPAA and United Artists announced that agreement had been reached which entailed no cuts in the film but required the addition of a line of dialogue spoken by the male star,

(*Continued on page 2*)

Weltner Predicts "Successful '60's"; Para. Plans Minimum of 33 Features

(Picture on Page 4)

An upsurge of activity within the industry and of interest in it on the part of the public, both here and abroad, give promise of achieving proportions which will characterize the approaching decade as "The Successful '60s" for motion pictures.

This was the messsage given to trade representatives by George Weltner, head of worldwide distribution for Paramount Pictures, at a luncheon in the home office dining room yesterday following his return from an extended trip abroad.

To demonstrate in this connection that Paramount "is putting its money where its mouth is," Weltner said the company has 33 pictures completed, shooting or definitely planned. They represent a substantial increase in both numbers and dollar investment over the company's production

(*Continued on page 4*)

Sunday Films Approved By 10 Towns in Penn.

Special to THE DAILY

HARRISBURG, Pa., Nov. 5.—Sunday performances for motion pictures were approved in Tuesday's election in ten Pennsylvania communities, two others voted to keep a ban in effect, and a third voted to continue them.

Communities lifting the ban included: Center Township and Zelienople, both Butler County; Bolivar, Westmoreland County; Braddock

(*Continued on page 2*)

H. H. Martin Elected Universal Vice-president

Henry H. "Hi" Martin, general sales manager of Universal Pictures since November, 1957, has been elected a vice-president of the company, it was announced yesterday by Milton R. Rackmil, president.



H. H. Martin

Martin is a veteran of almost 25 years with the Universal distribution organization, having started as a poster clerk in Oklahoma City in 1935 and having risen through the ranks to the top domestic sales position in 1957. He served for three

(*Continued on page 2*)

Variety Int'l to Sponsor New Children's Camp

Special to THE DAILY

PITTSBURGH, Nov. 5. — The success of Pittsburgh's Camp O'Connell, sponsored by Tent No. 1, Variety Club, for Handicapped Children, led Variety Clubs International to approve a similar camp for Jacksonville, Fla. early next year.

After witnessing a color film on Camp O'Connell's summer activities, the crew unanimously voted for the Jacksonville camp. Tracy B. Hare, chairman of the charities committee, who visited tents in New Orleans, Jacksonville, Baltimore, Pittsburgh, Detroit and Milwaukee, said that 40

(*Continued on page 3*)

Over 1,000 Expected at TOA Meet; Pickus Will Succeed Kerasotes

Special to THE DAILY

CHICAGO, Nov. 5.—The vanguard of an expected total of more than 1,000 registrants for Theatre Owners of America's annual convention opening at the Sherman Hotel here on Sunday will begin arriving tomorrow. Scores of additional visitors will be here in connection with the National Association of Concessionaires' trade show and convention being held in conjunction with the TOA convention.

TOA's nominating committee, of which Samuel Pinanski of Boston is chairman, will meet at noon on Saturday to draw up a slate of new officers, with custom dictating that Albert M. Pickus, chairman of the executive committee, will step up to the presidency, being vacated by George G. Kerasotes. The latter will become chairman of the board.

Also scheduled to meet on Saturday are the finance committee, the president's council meeting and the

(*Continued on page 5*)

PERSONAL MENTION

MAX E. YOUNGSTEIN, WILLIAM J. HEINEMAN and ROGER H. LEWIS, United Artists vice-presidents, will leave here at the weekend for Chicago.

•

E. C. DEBERRY, executive assistant to HUGH OWEN, Paramount vice-president, will leave New York tomorrow for New Orleans, Jacksonville and Charlotte.

•

MEYER HUTNER, Warner Brothers national publicity manager, will return to New York today from Detroit.

•

COUNT JOHN PERDICARI has arrived from Rome for an extended visit in New York.

•

WILLIAM FADIMAN, Columbia Pictures story editor, is scheduled to arrive in New York today from the Coast.

•

TROY DONAHUE, starred in "A Summer Place"; ANGIE DICKINSON, of "Rio Bravo," and JEANNE BAIRD, of the forthcoming "Get Out of Town," will leave Monday for the TOA convention in Chicago, DONAHUE and MISS DICKINSON from Hollywood, MISS BAIRD from New York.

•

ELMER HOLLANDER, Lopert Films assistant sales manager, has left New York for Atlanta and Jacksonville.

Col. Product Outlined At Meeting in Boston

Special to THE DAILY

BOSTON, Nov. 5. — More than 80 circuit heads, exhibitors and film buyers from the Boston, New Haven and Albany exchange areas met at the Hotel Bradford at noon today to hear Leo Jaffe, Columbia Pictures first vice-president and treasurer, and Rube Jackter, vice-president and general sales manager, outline company product to be released through January, 1961.

Using a bulletin board, Jaffe gave a brief summary of each picture, after which Jackter told of the merchandising plan for the 39 features coming from the Columbia studios.

'Tamango' Big on RKO

"Tamango," a Hal Roach Distribution Corp. release, opened to a big $85,642 Tuesday on the RKO Theatres circuit and other neighborhood houses. It is now playing at 68 theatres in the metropolitan area.

Changes Win Code Seals

(*Continued from page* 1)

David Niven. This is to be added to the sound track as quickly as possible.

It is understood that the line will make Niven appear remorseful about the pre-marital sexual relations with his wife, reference to which forms the central theme of the comedy.

The Review Board screened "Suddenly Last Summer" yesterday morning at the Columbia office but the MPAA announced that the Board had taken no action because "an agreement on changes was reached between the producer and the Production Code Administration to bring it into conformity with the Production Code."

Eric Johnston, chairman of the Review Board, commenting on the "Anniversary" case said, "After viewing the picture and holding a long discussion on it, the Review Board asked the producers and distributors of the film to sit down with Code Director Geoffrey Shurlock to discuss the Code problems to see if they could not come to an agreement that would permit the picture to be approved. . . . Such an agreement was reached and it was not necessary for the Review Board to vote on the appeal."

Members of the Review Board who participated in the sessions were: Johnston, Benjamin Kalmenson, Edward Morey, John J. O'Connor, Abe Schneider, W. C. Michel, Russell Downing, Leopold Friedman, George Kerasotes, Ben Marcus, Sol Schwartz, John Ford, William Goetz and George Sidney, Leonard Goldenson and Stanley Kramer, also members, did not attend.

The Review Board, formed two years ago last September, has not been called upon to act in any case until now. Since its formation the by-laws of the Motion Picture Association have been changed so that it is no longer necessary for a company to resign from the MPAA if it persists in distributing a picture for which a Code seal has been refused.

Approve Sunday Films

(*Continued from page* 1)

Hills, Allegheny County; Meyersdale, Somerset County; Rural Valley, Armstrong County; Lewisburg, Union County; Oxford, Chester County; Greene Township, Franklin County, and Solebury, Bucks County.

Voting to continue Sunday movies was Tremont, Schuylkill County.

Seek Declaratory Action In S. C. Sunday Law

Special to THE DAILY

SPARTANBURG, S. C., Nov. 5.— Following a refusal of the State Supreme Court to take original jurisdiction in and decide the so-called "blue law" issue, area theatre operators announced today they will not open on Sunday but that they will bring action in the court of common pleas for a declaratory judgment.

Theatre men and their attorneys said this course of action "seems to be the quickest route we can follow to clear up the blue law controversy." A declaratory judgment in common pleas court would be an opinion by the presiding judge on the applicability of and the constitutionality of the "blue laws" to theatres.

Counsel for theatre interests in Spartanburg said the decision to remain closed on Sunday was made "pending further developments in the case."

A restraining order against law enforcement authorities to prevent them from making cases against Sunday movies has expired.

Lopert Films Begins Distribution to TV

Lopert Films has packaged for immediate distribution to television some 60 films produced in 1957, 1958 and 1959, it was announced yesterday by Ilya Lopert, president. He said that the package includes "many important films featuring top-ranking stars" and marks the first time the company has distributed films directly to TV.

At the same time Lopert announced the appointment of Robert B. Morin as general manager for TV distribution of feature films. Morin was formerly Eastern sales manager for MGM-TV and before that was with United Artists Associated.

Martin Elected

(*Continued from page* 1)

years in the U.S. Navy in the South Pacific from 1943 and 1946.

Returning to Universal in 1946 he was promoted rapidly from the post of salesman in Oklahoma City to branch manager there; to branch manager in Dallas; to district manager in the Southern division and subsequently to Southern division manager.

'Man' Continues Big

Columbia's "The Last Angry Man" grossed $18,900 in its second week at the Forum Theatre here and $16,847 at the Trans-Lux 52nd St., both figures in the day-and-date engagement described as house records for non-holiday holdover sessions.

Benefit Tie-In Program Aids Rogers Hospital

A new plan to raise funds for th Will Rogers Hospital is now bein tested whereby charity organizatio which benefit from film premieres ar asked to deduct a "service fee" fro their percentage of the opening pro ceeds, which then goes to the Hospit Fund. The benefit tie-in policy prom ises to become an effective source o income in the hospital's support pro gram, according to Eugene Picke fund-raising and finance chairman o the Hospital.

The practice was recently tried ou at the opening of Columbia's "The Came to Cordura" at the Criterio Theatre here. The benefit was for th Lila Motley Cancer Group, fro whose proceeds a Hospital "indus try service fee" of $2,500 was de ducted. A check for that amount wa presented Wednesday to A. Monta gue, hospital president, by the chair man of the cancer organization.

The executive committee of th Will Rogers board of directors plan to establish the new benefit-sharing plan on a nation-wide basis throug distributor chairmen in the exchang areas.

Party for USSR Stars

WASHINGTON, Nov. 5. — Eric Johnston, president of the Motion Picture Association of America, will be host at a cocktail party next week for Russia's leading film stars, who will be here in connection with the U.S. premiere of the Russian-made "The Cranes Are Flying," the cultural exchange film from the Soviets. The party will follow a screening at which the visitors will view the United Artists-Stanley Kramer film, "On the Beach.

Hold 'Beach' Party

Celebrities of stage, screen, television and the theatre, social and civic business leaders, and members of the press, assembled yesterday at a cocktail party in the Hotel Astor here to honor the American Academy of Dramatic Arts on its 75th Anniversary, and to launch the gala charity premiere of Stanley Kramer's "On the Beach." Proceeds from the opening at the Astor Theatre on Dec. 17 will be turned over to the Academy.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"A SUMMER PLACE"
Starring
RICHARD EGAN · DOROTHY McGUIRE · SANDRA DEE · ARTHUR KENNEDY · TROY DONAHUE
Written, produced and directed by DELMER DAVES
A WARNER BROS. Picture In TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "FALL FROLIC"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Variety Clubs

(*Continued from page* 1)

Heres have already been purchased for the Florida camp.

The two-day meeting which closed tonight with a dinner for the visitors at the Variety Club, Penn-Sheraton Hotel, worked out details for the convention in Toronto next June 1-4. Jack Fitzgibbons, of Canadian Famous Players, disclosed that 1,500 advance reservations have already been received.

Discussions on social activities, membership, charters, fund raising and public relations were conducted by Nathan D. Golden, heart chairman.

Trailers, radio and TV spots will be used to exploit Variety Week, to be observed locally and nationally next Feb. 8-14, to acquaint the public with the activities of Variety.

Yesterday's activities concluded with a dinner at the Variety Club's Roselia Foundling and Maternity Hospital. Bishop John J. Wright was guest speaker.

Admission Prices in Large Cities Increase

From THE DAILY Bureau

WASHINGTON, Nov. 5.—Motion picture theatre admission prices in large cities hit another high in the third quarter of 1959, according to the Bureau of Labor Statistics.

The bureau, which collects figures in a cross-section of large cities and adjusts them to represent trends in the 34 largest cities, said both adult and children's admission prices reached record levels. The prices have been rising steadily all year, BLS figures indicate.

Adult admission prices, which at the end of June were 140.20 per cent of the 1947-49 average, rose to 143 per cent at the end of September, BLS reported. It said children's admission prices had risen from 131.1 per cent at the end of June to 133.3 per cent at the end of September. As a result, the combined index was at a record 142 per cent at the end of September, compared with 139.4 per cent at the end of June.

AIP Chicago Conclave To Follow TOA Meet

From THE DAILY Bureau

HOLLYWOOD, Nov. 5. — James H. Nicholson, president of American International Pictures; Samuel Z. Arkoff, vice-president; Leon P. Blender, general sales manager, and Milton Moritz, advertising manager, will leave Sunday for Chicago to attend the convention of Theatre Owners of America and the AIP national sales meeting which begins Nov. 13.

Nicholson and Arkoff will host TOA delegates at a luncheon and will also screen "Goliath and the Barbarians."

Blender is slated for a speech Wednesday at TOA's general sales managers meeting.

Names Seven on Jury For Selznick Laurel

A jury of seven prominent Americans will select the Golden Laurel film, awarded each year by David O. Selznick to the foreign film that has done the most to advance international understanding and good will, it was announced by Arthur Knight, executive director of the awards presentation.

The jury will include W. Averell Harriman, former Governor of New York; Associate Justice of the Supreme Court William O. Douglas; Mrs. Eleanor Roosevelt; Mrs. Clare Boothe Luce; Dr. Ralphe Bunche; Norman Cousins, editor of The Saturday Review; and Gardner Cowles; publisher of Look.

Governor Harriman, Mrs. Luce, and Mr. Cousins are new members of the Golden Laurels jury. The others have all served for many years previously. This will mark the tenth annual presentation of the Golden Laurel Awards. It is being presented this year at the Museum of Modern Art under the auspices of the Museum in cooperation with the American Association for the United Nations.

"The Golden Laurel Awards, founded and presented annually by David O. Selznick, have for the past eight years been a feature of the great European Film Festivals," said Knight, who is also film critic for The Saturday Review. "Unlike most prizes, the Golden Laurel is presented not merely for cinematic excellence, but also and principally for contributions to mutual understanding among the peoples of the world. As such, it has become as eagerly coveted as any of the major Festival awards."

Britain Removes Import Bars on Theatre Goods

From THE DAILY Bureau

LONDON, Nov. 5. — All import controls that discriminate against a wide variety of U.S. goods, among them theatre equipment and supplies, were removed yesterday, Parliament was informed.

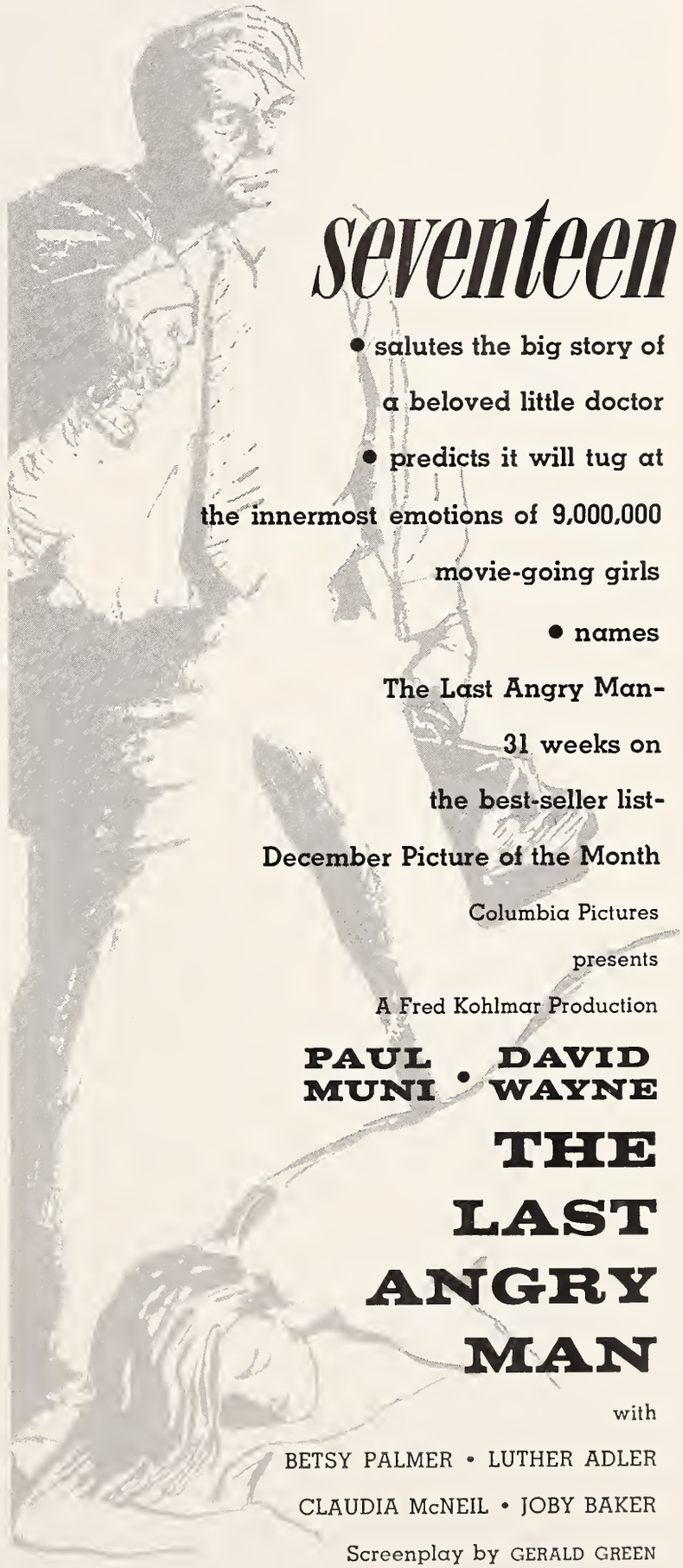
Included in the goods freed of restrictions are electrical equipment, optical goods including lenses, expensive cameras, amusement machinery and equipment.

However, freight costs, high tariffs on many items and British sales taxes will continue to make it difficult for American manufacturers to make serious inroads in the market here.

MPPC Raises $982,004; Total Ahead of 1958

From THE DAILY Bureau

HOLLYWOOD, Nov. 5. — Motion Picture Permanent Charities has raised $982,004 from 21,681 subscribers during first months of its 1960 campaign, it was announced today by Chairman Sidney P. Solow at the MPPC's second report luncheon. Total figure is 86.7 per cent of the $1,132,768 raised in last year's drive.



seventeen

• salutes the big story of a beloved little doctor

• predicts it will tug at the innermost emotions of 9,000,000 movie-going girls

• names The Last Angry Man- 31 weeks on the best-seller list- December Picture of the Month

Columbia Pictures presents

A Fred Kohlmar Production

PAUL MUNI • DAVID WAYNE

THE LAST ANGRY MAN

with

BETSY PALMER • LUTHER ADLER

CLAUDIA McNEIL • JOBY BAKER

Screenplay by GERALD GREEN

based on his novel

Adaptation by RICHARD MURPHY

Directed by DANIEL MANN

Produced by FRED KOHLMAR

National Pre-Selling

"THEY Came to Cordura," Columbia's excellent screen version of Glendon Swarthout's novel, is reviewed in the Oct. 26 issue of "Life."

Among the cast are such old time favorites as Rita Hayworth, Gary Cooper, Van Heflin and the youngster Tab Hunter, who grows better with each picture. Exciting photos made on location show Rita playing the part of a "dirty, sun-blistered, horse-borne harridan, who watches the hero work out his destiny first in hate and finally in pity." The story evolves out of General John J. Pershing's four regiment gallop into Mexico in the spring of 1916 to catch Pancho Villa and his bandits. Pershing did not catch Villa—in fact, he caught nothing but brief glimpses of his bandits.

•

A striking ad on Paramount's "Career" starring Shirley MacLaine, Dean Martin, Anthony Franciosa and Carolyn Jones, appears in the Oct. 27 issue of "Look."

•

"Third Man On the Mountain," the Walt Disney film, has been selected as the picture of the month for November by "Seventeen."

•

A pictorial essay based on the personal life and motion picture career of Errol Flynn appeared in the Oct. 26 issue of "Life." A poolside photo made of Flynn and Beverly Aadland in Hollywood is on the lead page of the article. Miss Aadland co-stars with Errol Flynn in his last picture, "Cuban Rebel Girls." This film, made in Cuba, is being readied for release on Nov. 6. It will be distributed nationally by Joseph Brenner Associates of New York.

•

Jesse Zunser in the Oct. 24 issue of "Cue" says "The Last Angry Man" is a heartwarming, deeply moving and frequently inspiring story of decency, service and sacrifice—the drama of a dedicated doctor who lived and worked, and served and died in the slums of Brooklyn, struggling to the end to help the poor, cure the sick, and do the good his heart and the Hippocratic oath demanded."

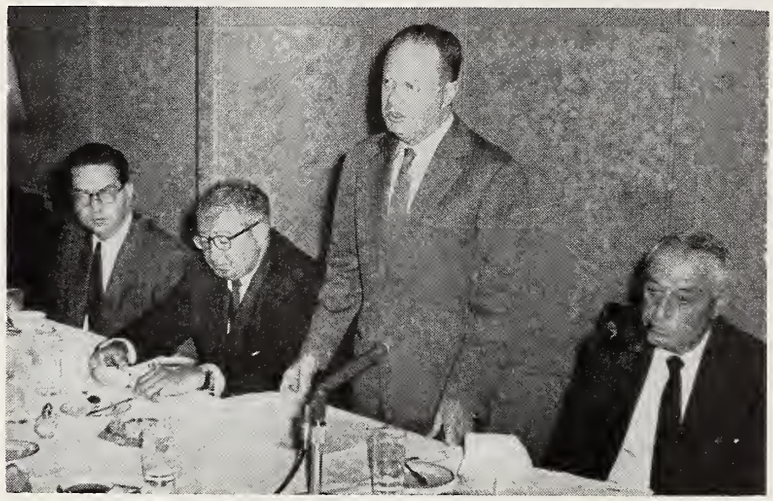
•

"Pillow Talk," "It Started with a Kiss," and "Power Among Men" received excellent reviews in the November issue of "Photoplay."

•

"Sapphire," U-I's excellent mystery film which never lets a viewer's interest lag, was selected by "Redbook" as the picture of the month for November.

WALTER HAAS



PARAMOUNT'S production plans were described to the press yesterday by George Weltner, vice-president in charge of world sales. Seated, left to right, are Martin S. Davis, national advertising, publicity and exploitation manager; Jerome Pickman, vice-president in charge of advertising, publicity and exploitation; and Russell Holman, Eastern production head.

Weltner Sees 60's Profitable

(*Continued from page* 1)

plans for new product a year ago.

In addition, Weltner said, the company's studio is open to any producer having a picture property that stands a chance of making a profit, and Paramount will further augment its domestic production with "some of the finest product available from the production centers of the world."

To Re-issue 'Greatest Show'

He added that with "Samson and Delilah" currently doing top business, Paramount will reissue Cecil B. DeMille's "The Greatest Show on Earth," and Perlberg-Seaton's "Country Girl" and "The Bridges of Toko-Ri."

The evidences of a resurgence in the world of motion pictures, Weltner said, are to be found in the recently increased production activity in Hollywood and a comparable upturn in production volume in Rome, as well as in London, Paris, Germany, Spain and Japan.

"The world production market," he said, "is boiling harder than I have perceived since the advent of television."

Renovations Noteworthy

Another good omen, Weltner noted, is that people are talking about motion pictures again, to the exclusion of or more frequently than many other topics heretofore first in public interest. Moreover, theatres are being renovated, many of them at substantial cost; exhibitors are thinking and acting in more constructive vein, planning business boosting campaigns now, and "the difficult days of indifference and antagonism are giving way to constructive discussion and a unified effort to attack and solve the problems that are confronting us."

Foreign income is growing steadily and "in some companies now exceeds domestic revenue," Weltner recounted. "The '60s will be years in which we will get back into our stride," he predicted.

He noted that the Paramount studio has been "revitalized" under its new head, Jacob Karp, whom Weltner termed "the architect of our future."

Expects to Surpass Last Year

From present indications, he said, Paramount will have more releases in the 1959-'60 season than the 26, which includes reissues, that it released in the year ended in September.

Following are the forthcoming releases named by Weltner:

"Heller with a Gun," "One-Eyed Jacks," "Visit to a Small Planet," "A Breath of Scandal," "Chance Meeting," "A Touch of Larceny," "Jack the Ripper," "The Big Night," "Prisoner of the Volga," "Bay of Naples," "The Rat Race," "Cinderfella," "Jovanka and the Others," "The Savage Innocents," "Psycho," "The Pleasure of His Company," "The Bashful Bullfighter," "Cafe Europa" and "The Counterfeit Traitor."

Hepburn Film Planned

Also: "The World of Suzie Wong," "No Bail for the Judge," an Audrey Hepburn starrer, plus a second as yet untitled Hepburn starrer; "Breakfast at Tiffany's," "A Child Is Waiting," an as yet untitled Henry Blanke production and an Alan Pakula production, also untitled; "The Blue Mustang," "Melody of Sex," the tentatively titled "Blood and Roses," and "Satan," to be produced by Roger Vadim Productions, and the later Vadim-Paramount production "The Slender Thread" and Edmund Beloin-Maurice Richelin productions, to be announced.

Paramount officials at the luncheon included Russell Holman, Jerry Pickman, Martin Davis, Hugh Owen, James Perkins, Sidney Deneau and Harold Rand.

TOA Hails NSS On 40th Birthday

Congratulations on its 40th anniversary are extended to National Screen Service by Theatre Owners of America in the current TOA Bulletin.

The bulletin takes note of the "Once - in - a - Lifetime Tribute to Trailers" now underway and observes "All facets of our industry have joined in the celebration, and TOA, no exception, extends special greetings and congratulations to National Screen president Herman Robbins and his hard-working associates. Every exhibitor knows that a prevue trailer is the keystone on which he pre-sells his shows. For many decades National Screen has been the principal source of this vital merchandising tool.

Appreciates Convention Support

"Perhaps not as well known to exhibition are the 'extra curricular' activities of National Screen. The company has long been a strong supporter of TOA and its conventions. Few charity drives, or industry activities which require circularization of all theatres, are undertaken without the gratis help of National Screen in distributing the material. In its 40 years National Screen has carved for itself an important niche in our industry's activities.

"May the next 40 years be as productive, Mr. Robbins, as the first 40."

TOA Finds Product Outlook Discouraging

December, "traditionally one of the best release months of the year, will instead be one of the leanest," the current Theatre Owners of America Bulletin states in a report on the product outlook. It observes that only 13 films are to be released in December, which it calls "far under the normal Christmas-New Year offering."

15 Scheduled for January

January, on the other hand, is a "little better," the bulletin finds, with 15 films slated for release, "several of which are in the potential blockbuster class."

Looking ahead to 1960, the report finds the outlook "equally discouraging." As of now, it points out, Hollywood has put 155 pictures before the cameras, compared with 185 a year ago. Only 20 more pictures are announced for production before the year end, posing the prospect that "less than 200 films will be produced in 1959—indicating slimmer release schedules for next year."

Points to Universal Slate

TOA is optimistic, however, over the plans of Universal to resume large - scale production with 16 pictures slated to roll in the months ahead.

ist Speakers for NAC Workshop Sessions

Special to THE DAILY

CHICAGO, Nov. 5. — Panel speakers for National Association of Concessionaires Workshop Sessions at the 1959 convention to be held next week at the Hotel Sherman here have been announced by Van Myers, Wometco Theatres, and Don Mayborn, Corneo, Inc., program chairmen.

For the opening session on Monday geared to "New Business for Indoor Theatres," Myers will act as moderator. Lee Joehnck, Commonwealth Theatres, Kansas City, will speak on "Why We Must Increase Cents Per Person Each Year"; J. J. Fitzgibbons, Jr., Theatre Confections Ltd., Toronto, will expand on "Promotion Plans That Click—Visual"; Lee Koken, RKO Theatres, New York City, will speak on "Importance of Concession Planning"; and Frank D. Register, NCA, will tell those in attendance about the "Fifteen Cent Confections in the Concessions Market."

Wholesalers Session Tuesday

The Wholesalers Session with NAC to be headlined on Tuesday morning will be moderated by Larry Goldmeier, Poppers Supply Co., Philadelphia, under the topic: "Do's, Don'ts, and Dollars for the Distributor." Panel speakers for this meeting are: C. C. Evans, Gold Medal Products Co., Cincinnati, speaking on "Direct Mail Advertising—Does it Really Pay?"; Henry Theodore, Henry Theodore Co., Pittsburgh, whose topic is "The Importance of Full Inventory—Its Advantages and Hazards"; Milton Hellman, National Acceptance Co., Chicago will gives his views on "Keep Your Money Liquid — Methods of Financing," and Goldmeier, will speak on "Diversification—the Keynote to Profits."

"New Business for Outdoor Theatres" will be the main topic at the NAC Workshop Session on Wednesday morning, moderated by Ed "Pete" Gage of Walter Reade Theatres, Oakhurst, N.J. He will have as his panel members, Dr. Marvin Sandorf, Twin Drive-In, Indianapolis; Kendall Way, Modern Sales & Service, Dallas; and Edward Redstone, Northeast Drive-In Boston.

Popcorn Workshop Wednesday

The Popcorn Session Workshop will also be held on Wednesday morning under Don Mayborn, Corneo, Inc., Baltimore, as Moderator. Lead-off speaker for this session will be C. E. Burkhead of the U.S.D.A., Washington, whose topic will be "The Current Popcorn Market." Alex J. Koffman, Department of Agronomy, Iowa State College, will speak on "New Developments in Hybrid Seed"; John M. Cowan, National Flexible Packaging Institute of Cleveland will have the topic "The Battle of the Films." There will be audience participation under the guidance of a panel on "Popcorn—Where Is it Going?"

On Thursday, the final day of the combined TOA-NAC convention there will be a joint concessions forum under the topic of "Planning together for the Soaring 60's—Increasing Business." This will be moderated by Bert Nathan, Bert Nathan Enterprises, Brooklyn. Panel speakers will be Morton Thalhimer, Jr., Neighborhood Theatres, Richmond, Gerald Shea, Jamestown Amusement Co., New York; Philip L. Lowe, Lowe Merchandising Service, Newton Centre, Mass.; Spiro J. Papas, Alliance Amusement Co., Chicago; Van Myers, Wometco Theatres, and Ed "Pete" Gage, Walter Reade Theatres.

Over 1,000 Expected at TOA Convention

(*Continued from page 1*)

convention co-chairmen, David Wallerstein, Gerald Shea, Richard Orear and Dwight L. Spracher.

The board of directors and executive committee will hold an all-day meeting Sunday and the trade show will be open from 2 to 6 P.M.

Apart from the convention, there will be a dinner meeting of Motion Picture Investors, Inc. Sunday evening.

Cooper Chairman at Start

The general convention business sessions will start Monday morning with Roy Cooper of San Francisco in the chair. Wallerstein, honorary convention chairman, will give the address of welcome. Samuel Rosen, executive vice-president of Stanley Warner Theatres, will give the keynote address. Pinanski will introduce the new officers to the convention, which then will hear the annual report of the board and executive committee from Ernest Stellings, and the president's annual report by Kerasotes. Pickus will address the convention also on TOA objectives for 1960. Howard Jameyson of M. P. Investors will be the luncheon speaker the first day.

No Afternoon Business Sessions

There will be no afternoon business sessions in order to give every delegate plenty of opportunity to visit the trade show exhibits. However, there will be an NAC-TOA concessions forum on Thursday afternoon.

A one-hour closed session for exhibitors only will be held Tuesday morning with Orear as chairman. Theatre operating problems will be discussed. This will be followed by a showmanship convention session with Joseph E. Levine, Embassy Pictures president; Max E. Youngstein, United Artists vice-president; M. B. Smith, Commonwealth Theatres vice-president, and Margaret G. Twyman of the Motion Picture Association of America as speakers.

Bill Veeck, president of the Chicago White Sox, will be guest speaker at the Tuesday luncheon, with Wallerstein as toastmaster.

Product to Be Described

Wednesday's session will be devoted to distribution with sales executives slated to discuss their company's forthcoming product. Speakers will include Leon Blender of American International; Charles Boasberg of Warners; John P. Byrne, MGM; Maurice Goldstein, Allied Artists; Alex Harrison, 20th Century-Fox; William Heineman, United Artists; Rube Jackter, Columbia; David Lipton, Universal; Irving Ludwig, Buena Vista, and George Weltner, Paramount. Chairman of the session will be Shea.

Robert A. Bicks, acting head of the anti-trust division of the Department of Justice, Washington, will be Wednesday's luncheon speaker and will have a question and answer session afterward.

The Thursday session will be devoted to drive-ins, with Spracher as chairman. Maintenance and operations will be discussed by E. E. Whitaker of Atlanta; playgrounds, by Mel Wintman, Boston; equipment and the Council of M. P. Projection, by John B. Schuyler, Butler, Wis.; light, by William J. Cosby; New York; business stimulators by Jack Braunagel, Little Rock; personnel and management, by Edward Redstone, Boston, and concessions by Spiro Papas, Chicago.

Stellings to Preside

Stellings will preside at the Thursday luncheon, with James H. Nicholson, president, and Samuel Z. Arkoff, vice-president, of American International Pictures as speakers.

Sidney Markley of New York will be toastmaster at the president's banquet Thursday evening, which will close the convention. Buddy Adler, executive head of the 20th Century-Fox studio, will be the principal speaker. A feature of the banquet will be the presentation to Jerry Lewis, comedian, of TOA's Star of the Year Award.

A full schedule of social events is included in the program, as well as entertainment for the visiting ladies.

TOA Meet Will Host 20 European Exhibitors

Twenty European exhibitor leaders will be special guests at the 12th annual convention of the Theatre Owners of America, opening next Sunday at the Sherman Hotel in Chicago, it was announced by George G. Kerasotes, TOA president. Through arrangements made with TourAmerica, Inc., 15 exhibitors from West Germany, one from Austria, two from Belgium, and two from France, will arrive at Chicago on Sunday and stay through Wednesday's program, after which they will leave for the San Francisco International Film Festival.

Brazilians Expeeted

In addition, Kerasotes said, Transamerica expects seven Brazilian exhibitor leaders to join the party in New York and go with the Europeans to Chicago. The foreign exhibitors are coming to the United States by Pan American Airways, after which they will be under Transamerica's guidance.

Canada and Mexico will also be represented at the convention, giving it even a broader international aspect. Coming from Mexico are Mr. and Mrs. Roberto Cervantes Casaus, circuit owners there. Due from Canada are Mr. and Mrs. W. R. McIntosh of Kenora, Ontario, and W. N. Murray and two associates from the United Amusement Corporation, Ltd., of Montreal, Quebec.

The European visitors will include: K. Richman, senior president of the Wirtschaftsverband der Filmtheater of Berlin, a German exhibitor organization; E. Menoz. former president of the Wirtschaftsverband, and Mrs. Menz; Mr. G. Fraenk and Mrs. Hilda Fraenk of the Aktualitstenkino Betriebes, a newsreel theatre company of Frankfurt; Mrs. Herta Koppers of Essen, who has theatre interests; P. Hildebrandt of the Filmbuehne Wein of Berlin, and Mrs. Hildebrandt; Mrs. Ellen Dietrich of the Filmtheater Gesellschaft Struckmeyer and Zenke of Hamburg; Mr. H. Bauer of the Film palast Scala of Berlin.

Also from France and Belgium

Also H. Hoffmeister of Coesbeld, Westfalen, Germany; Von Meerscheid of Muenster, Westfalen; Bernhard Matthoff of Haltern, Westfalen; Heinrich Heiker of Reda, Westfalen; William Maehling of Lippstadt, Germany; Andre Muyle of Brussels, Belgium; Jean Gregoire and Pierre Pezet, both of Paris, France; and Walter Heindl of Vienna, Austria.

Mrs. Vera Bodner of the TourAmerica organization will accompany the group as guide and translator.

National Theatres Men Leave for TOA's Meet

From THE DAILY Bureau

HOLLYWOOD, Nov. 5.—M. Spencer Leve, vice-president of theatre operations for National Theatres and Television, Inc., left today for Chicago, where he will attend the convention of Theatre Owners of America.

Prior to the TOA meeting, Leve will meet with division managers William H. Thedford, Los Angeles; Robert W. Selig, Denver, and Richard P. Brons, Kansas City.

Other NT representatives going to the TOA conclave will include Bob Smith, Leve's executive aide, Kansas City, and J. Walter Bantau, Los Angeles, purchasing department head.

Also making trip are theatre managers Ralph Wallace, Pittsburgh, Kan.; Dean Matthers, Portland, Ore.; Bill Dunmond, El Centro, Calif., and John O. Denman, Salt Lake City, who were selected as "outstanding showmen" in their respective divisions.

musifex co
45 w. 45 st. n.y.c.
starting second great year in business!
ci-6-4061-2



"It's amazing how little time is spared for things which really matter. That's why I'm keeping this piece of string around my finger during the Once-In-A-Lifetime Tribute to Trailers – to remind me of the great job trailers do for the boxoffice!"

Robert L. Lippert

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 90 NEW YORK, U.S.A., MONDAY, NOVEMBER 9, 1959 TEN CENTS

EDITORIAL

Paramount Story

By Sherwin Kane

THE Paramount product story related to the trade press last week by George Weltner, Paramount's head of international distribution, and duly reported in these news columns together with Weltner's observations on a worldwide upbeat in affairs cinematic that lead him to look to the approaching decade as "The Successful '60's" will be good news to exhibitors everywhere, concerned as they are with their sources of supply.

•

Weltner, justifiably proud of his company's production plans for the next 14 months—plans which will see a minimum of 33 top quality features completed or started before the end of 1960—will go over the blueprints publicly once more on Wednesday when, with executives of other production - distribution companies, he will take the rostrum at Theatre Owners of America's annual convention in Chicago.

At that time, he will repeat the specifics of Paramount's production planning, and may have something to add, inasmuch as when he leaves Chicago he will proceed with president Barney Balaban, vice-president Jerry Pickman and Russell Holman, Eastern studio representative, to the West Coast studios to see recently completed pictures and, with Jack Karp, studio head, will go over plans for Paramount's expanding production.

•

That expansion, as Weltner has remarked, will include an open-door policy for independent producers with a production idea that promises to be profitable; a continuing search within the major production centers abroad for pictures which can be added to Paramount's release schedule, nationally or internationally, and the reissue of box office attractions of the calibre of "Samson and Delilah."

And yet, the Paramount product story, heartening as it may be to exhibitors, is only a part of the com-

(*Continued on page 2*)

Newspaper Strike in Boston Hits Theatres

Special to THE DAILY

BOSTON, Nov. 8.—Theatre owners took to television and radio at the weekend to promote their films in the face of a newspaper strike which shut down five dailies here. The one paper unaffected by the strike of typographers is the "Christian Science Monitor."

Some theatres took advertising in suburban papers which are delivered in the Boston area. The industry is especially concerned in view of the sharp drop off in theatre business during an 11-week newspaper strike in 1957.

Loew's Theatres Net $2,007,251 for Year

Loew's Theatres has reported a net profit of $2,007,251 in its first annual report since divorcement, covering the fiscal year ending Aug. 31 last.

The figure is after deduction of $2,949,139 for depreciation, and

(*Continued on page 8*)

Name Group to Handle Compo Area Promotion

Appointment of a committee to supervise the conduct of operations of the COMPO area promotion plan urged by Ben Marcus of Milwaukee was announced at the weekend by

(*Continued on page 8*)

Convention Business Sessions Start Today

Urge TOA Organize Financing Company

SBA Committee Says Firm Could Make Loans to Exhibitors; 9 Reports Filed

By MARTIN QUIGLEY, Jr.

CHICAGO, Nov. 8.—A recommendation to the TOA board of directors that it organize an investment company which would make loans to exhibitors and small businesses affiliated with the industry is contained in the annual report of the TOA small business administration committee submitted by Philip H. Harling, chairman.

Reports from eight other committees (see page 6) were also released at the weekend here as exhibitors arrived for TOA's annual convention at the Sherman Hotel. Several committees met today and yesterday, and general convention business sessions will begin tomorrow morning.

Also arriving at the weekend were

(*Continued on page 6*)

Fox Comic Team Filling 'Vacancy'

By RICHARD GERTNER

(Picture on page 8)

Tommy Noonan and Pete Marshall are a new comedy team being groomed by 20th Century-Fox to "fill a vacancy" on the theatre market today—the lack of a top-flight profes-

(*Continued on page 8*)

Seth Raisler to Head NSS Contract Division

The appointment of Seth Raisler as head of the contract department of National Screen Service was announced at the weekend by Burton E. Robbins, vice-president.

Faisler comes to NSS from Co-

(*Continued on page 8*)

Sales of MPI Stock Now Exceed $300,000

Special to THE DAILY

KANSAS CITY, Nov. 8.—The total sales of stock by Motion Picture Investors, Inc., have exceeded $300,000 as of Oct. 31 and expectations are that the million-dollar mark will be reached by the end of this year, offi-

(*Continued on page 7*)

Six Regional Meetings Slated by Variety Int'l

Special to THE DAILY

PITTSBURGH, Nov. 8.—Regional meetings which were instituted last year by Variety Clubs International will be resumed next January in six different regions, it was decided by

(*Continued on page 7*)

Johnston Claims Code Review Board On 'Anniversary' Upholds PCA Edict

The Production Code review board, in its "Happy Anniversary" action last week, "strongly upheld the Production Code Administration," Eric Johnston, Motion Picture Association president, said on Friday. His statement was intended as a contradiction and correction of what he termed "erroneous published reports" that the review board's action constituted a reversal of the decision of the P.C.A.

"Exactly the contrary is true," the Johnston statement said. "The review board strongly upheld the Production Code Administration and insisted on changes in the pictures that were

(*Continued on page 2*)

TELEVISION TODAY—page 7

THRU UA WELCOME TOA DELEGATES!

PERSONAL MENTION

JAMES R. VELDE, United Artists vice-president in charge of domestic sales, and UA division managers SIDNEY COOPER, MILTON E. COHEN and AL FITTER left New York at the weekend for Chicago.

•

JAMES F. GOULD, Radio City Music Hall vice-president and treasurer, has left New York for the Coast.

•

RAY STARK, producer of "The World of Suzie Wong" for Paramount, also JOHN PATRICK, writer of the screenplay, and KENNETH DE-LAND, unit production manager, have arrived in Europe from Hollywood.

•

KING VIDOR, director of "Solomon and Sheba," arrived in Chicago from the Coast yesterday on the first lap of a cross-country promotional tour for the picture.

•

J. H. THOMPSON, president of Georgia Theatre Owners, also Martin & Thompson Theatres, was in Atlanta from Hawkinsville.

•

BROCK PETERS, who plays "Crown" in "Porgy and Bess," will attend the Wednesday premiere of the film in Buffalo.

•

MORTON HOCK, theatrical account executive of the Blaine-Thompson Co., was married on Sunday to ANITA ZAGERMAN of Philadelphia.

•

LOU COHEN, manager of Loew's Poli Theatre, Hartford, and MRS. COHEN are marking their 40th wedding anniversary.

•

LOUIS MALLE, French director, has arrived in New York from France.

•

WILLIAM WYLER, producer-director left Hollywood at the weekend for Boston.



Eric Johnston

(*Continued from page* 1)

requested by the Code Administration to bring these pictures into conformity with the Code.

"In the case of 'Happy Anniversary,' the Production Code Administration had, since the inception, insisted that the treatment of premarital sexual relations violated the Code, and said it could not approve the film unless such illicit relations were condemned in the picture itself.

"The Review Board upheld the Production Code Administration on this point and the producer of 'Happy Anniversary' agreed to add additional dialogue to meet the condition insisted upon by the Production Code Administration. The proposed dialogue was submitted to and approved by code director Geoffrey Shurlock as satisfying the code's requirements. When the producer agreed to add the dialogue prior to public exhibition of the film, the picture was approved and a seal was issued by the Production Code Administration.

No Other Revisions Asked

"The Production Code Administration raised no other points of Code violations in 'Happy Anniversary' and therefore no other changes in the picture were requested by the Production Code Administration," Johnston concluded.

Pensions, Welfare Plan Up at SAG Meet Today

From THE DAILY Bureau

HOLLYWOOD, Nov. 8. — The Screen Actors Guild will hold its annual Hollywood membership meeting tomorrow evening at the Beverly Hilton Hotel to discuss collective bargaining proposals, including a pension and welfare plan for motion picture players.

Among other matters to come before meeting is a progress report on the important issue of a merger between the Screen Actors Guild and the American Federation of Television and Radio Artists.

Ronald Reagan to Preside

Presiding at the meeting will be Ronald Reagan, who has been elected president of the guild without opposition. Reagan served a previous term as head of the guild between 1947 and 1952.

Other officers and members of guild's board of directors who have been elected without opposition and will be inducted into office at the meeting are Howard Keel, first vice-president; Dana Andrews, second vice-president; Rosemary De Camp, third vice-president; Robert Keith, recording secretary, and George Chandler, treasurer.

May Challenge Penn. Censor Law This Week

Special to THE DAILY

HARRISBURG, Nov. 8. — The Pennsylvania legislature will reconvene tomorrow after an election week adjournment and the Senate may act promptly on confirmation of Gov. Lawrence's appointments to the new state censor board.

If and when the appointments are confirmed, two suits designed to test the constitutionality of the law will be filed, one by William Goldman's Pennsylvania entertainment association, the other on behalf of film producers and distributors.

La. Governor Candidate Pledges Industry Aid

Special to THE DAILY

NEW ORLEANS, Nov. 8.—W. J. Dodd, former lieutenant governor and now a candidate for governor of Louisiana, has pledged to the motion picture industry that, if elected, he will draft a bill to repeal the sales tax that exhibitors now pay on film.

In a letter to Richard Coor, owner of the indoor Essanee and Colonial Theatres and the Echo Drive-in at New Iberia, La., Dodd writes "I know that you charge a sales tax on your admission tickets, and I think this is all the sales tax you should pay. I want you to know I intend to take care of this matter for you . . . because I think it is right and fair and a move that is long overdue."

Name Bothwell Manager

LOS ANGELES, Nov. 8. — William H. Thedford, National Theatres' Pacific Coast manager, has announced the appointment of Robert Bothwell as manager of 2,075-seat Fox Wilshire Theatre in Beverly Hills. The house is now undergoing extensive renovation, and is scheduled to open Christmas Day with United Artists' "Solomon and Sheba."

S.O.S. Names Cain

Oliver E. Cain has been named to the newly created post of special representative at S.O.S. Cinema Supply Corp., it was announced by Joseph A. Tanney, president. Cain has just returned from Caracas, Venezuela, where for several years he was active in the film and television industries.

1,000 to Play 'Abner'

More than 1,000 theatres throughout the nation have set Panama-Frank's "Li'l Abner" as their Christmas- New Year's attraction in one of the largest holiday bookings ever for a Paramount release, the company announced.

EDITORIAL

(*Continued from page* 1)

pany's courtship with the nation's showmen in Chicago this week.

There will be on hand at the convention, in addition to company executives, a delegation of Paramount's brightest "new faces" and the more familiar one, that of Jerry Lewis, there to accept the well-deserved honor represented by TOA's Star of the Year Award, which has been voted him.

•

There also will be in evidence a new appreciation of the constructive and cooperative attitudes to be found ever more often in all areas of exhibition. It was recognized by Weltner when he told his trade press listeners last week that the physical theatre is being improved everywhere; that exhibitors are conducting effective business promotion campaigns on their own volition, and "the difficult days of indifference and antagonism are giving way to constructive discussion and a unified effort to attack and solve the problems that are confronting us."

SPG Lists Nominees For the Third Quarter

From THE DAILY Bureau

HOLLYWOOD, Nov. 8. — The third quarter nominee winners for the Screen Producers Guild award for best produced feature picture for 1959 are: "Anatomy of a Murder," "North by Northwest," "The FBI Story" and "Porgy and Bess."

The award for the best-produced motion picture, as well as for the best television series, will be made at the annual SPG Milestone Dinner on Jan. 24.

Due to a change in rules, the guild's TV award this year will go to the best series, rather than to the best individual film, with balloting due at the end of this year.

Rites for Miss Burrows

Final rites for Rosemary McKinley Burrows, 23, daughter of George D. Burrows, executive vice-president and treasurer of Allied Artists, and sister of producer John H. Burrows, were held here Saturday at Calvary Episcopal Church. Miss Burrows, victim of a heart ailment, died last Tuesday in Los Angeles.

'Kagi' to WB Int'l

HOLLYWOOD, Nov. 8. — "Kagi," Japanese film produced by Masaichi Nagata, president of Daiei Motion Picture Co., will be released in foreign territories by Warner Brothers International, it has been announced by Jack L. Warner, president of Warner Brothers.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wasbington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

You asked for a new comedy team

and here we are!!



NEXT FROM THE
20TH LAUNCHING PAD
COMES THE NEWEST,
HOTTEST COMEDY TEAM

NOONAN AND MARSHALL



bringing back the industry's great box-office tradition of two-man comedy teams...Laurel and Hardy...Quirt and Flagg...Wheeler and Woolsey...Cohen and Kelly...Abbott and Costello...Martin and Lewis

AND NOW

THE GREAT NEW COMEDY TEAM IN THE FUNNIEST SERVIC





TOMMY NOONAN AND PETE MARSH

in

THE ROOKIE





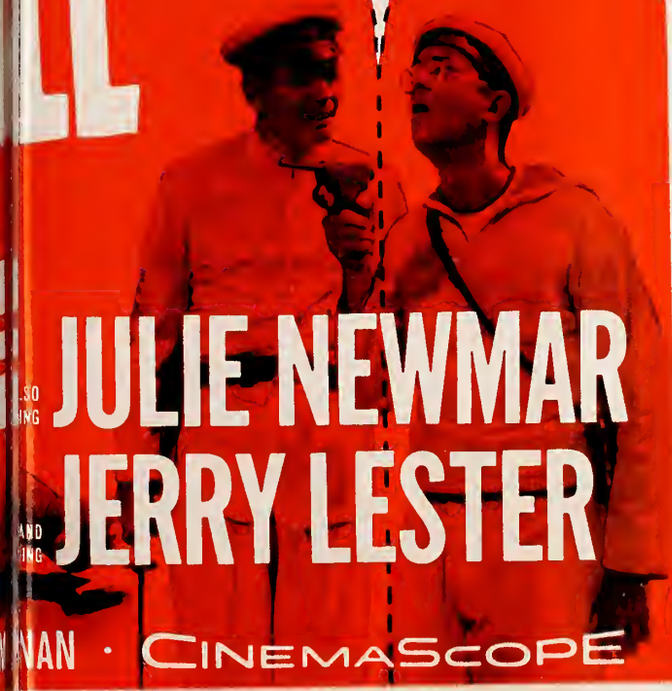
PRODUCED BY TOMMY NOONAN · DIRECTED BY GEORGE O'HANLON · WRITTEN BY GEORGE O'HANLON and TOM

EDY EVER . . . . . IT'S A NATURAL!

meet
JULIE NEWMAR
Man! What a flame-thrower!



LL



JULIE NEWMAR
JERRY LESTER

AN · CINEMASCOPE

TO PRE-SELL THIS GREAT ATTRACTION!

AVAILABLE FREE RIGHT NOW FOR ALL THEATRES

7½-minute hilarious comedy short subject

"INTRODUCING NOONAN & MARSHALL"

top belly-laff entertainment for every audience!

5-minute version of

"INTRODUCING NOONAN & MARSHALL"

for TV planting!

A SHOWMAN'S NATURAL!
YOU GET THE SUBJECT GRATIS FROM 20th!

NOONAN & MARSHALL

star on six editions of

THE JACK PAAR SHOW

on coast-to-coast NBC-TV, the top star-launching program!

CAPITOL RECORDS SOUNDTRACK ALBUM

of songs and music from

"THE ROOKIE"!

the 20th success story is the hottest story in the industry today!



TOA Is Urged to Organize Financing Company

Harling Sees Gains Resulting For Theatres

(*Continued from page* 1)

delegates to the convention and trade show of the National Association of Concessionaires being held in conjunction with the TOA meetings.

Harling points out in the SBA report that such a company could be formed under the Small Business Administration Act of 1958, which "places a burden of making loans on an independent corporate organization and takes the responsibility away from the S.B.A."

The Act provides for the chartering, upon the application of any group of 10 or more persons, for a certificate of incorporation by the S.B.A. of small business investment corporations. Each such corporation must have a capitalization of at least $300,000, of which the S.B.A. would lend half, holding the corporation's debentures as collateral. The corporation would then be in business to lend money to individuals and companies for business purposes, primarily, but not limited to, the business field with which its 10 or more principals are engaged.

Could Serve Several Purposes

If organized by TOA the corporation would be able to loan funds for improvements, expansion, etc., to theatres, Harling states.

At the present time only two investment companies have been approved by S.B.A. in fields other than motion pictures. "In our industry," Harling observes, "where for the past ten years banks, insurance companies, and other lending institutions have generally disapproved lending for any theatre project or improvement, this investment company, if properly organized, would be a great aid in rehabilitation and improving theatres."

The TOA small business committee is requesting authority from the TOA board to explore the matter more fully and be allotted a budget of $5,000 to retain counsel and other services necessary to obtain information required to file an application for a charter.

FOREIGN FILMS

The Foreign Film Committee, headed by Walter Reade, Jr., noted three outstanding trends developed during the year. These were: the "yeoman service" performed by imported and specialized films in filling the gap caused by the reduction of domestic production; a tremendous increase in public acceptance of foreign films, foreign stars and, in particular, dubbed films; and a growing awareness on the part of foreign producers of the need to tailor their product for the American and the world market.

The committee concluded its survey with a note on the "denting of the pre-censorship shackles" and warned against "those persons still looking for a 'quick buck' by presenting attractions of questionable moral tone. . . . Foreign film distributors and exhibitors have, in the main, 'come of age' in recognizing their responsibility to our industry as a whole."

THEATRE EQUIPMENT

TOA's theatre equipment committee, of which John B. Schuyler is chairman, endorses the recommendation made by TOA president George Kerasotes last spring to "go slow" on installation of 70mm. theatre equipment "until assured of a better supply of product." The committee's annual report says this advice is still sound "with less than a dozen pictures in 70mm. available or slated," and most of these to be available later in 35mm. prints.

The only exception would be those theatremen who desire to book the road show engagements of the 70mm. films, the report says.

The establishment of the Council for the Improvement of Theatres and Motion Picture Projection is reported on. This followed publication of the Motion Picture Research Council report on a two-year survey of more than 700 theatres which found projection to be sub-par in 70 per cent.

LEGISLATION

The industry emerged from 1959 legislative sessions with a good record of having warded off a wide variety of bills inimical to theatres or distribution, it is disclosed in the annual report of TOA's state and local legislation committee, of which E. LaMar Sarra and Robert E. Bryant are co-chairmen.

The report reviews the record of censorship measures, more numerous than usual with 45 state legislatures meeting during the year. However, censorship bills were defeated in 11 states and enacted in only one, Pennsylvania. There was little change of any consequence in censorship ordinances on the municipal level.

The report took note of the fight against Sunday blue laws carried on by exhibitors in South Carolina with some success, but with a court ruling on their constitutionality still pending.

BUSINESS BUILDING

Better merchandising of all available product in order to offset what appears as a prolonged product shortage is recommended to exhibitors in the annual report of TOA's business building committee, of which Ernest Stellings is chairman.

The report, presented to the TOA annual convention in Chicago, commended exhibitors who banded together during 1959 and staged successful regional business promotion campaigns. It cites those conducted in Minnesota, Iowa, Kansas and Nebraska, and commends the "Show-a-rama" staged at the annual convention of the United Theatre Owners of the Heart of America and the Missouri-Illinois TOA units in Kansas City during the winter.

The report also calls attention to the changed format of TOA's "Business Builder," which now describes for exhibitors the complete campaigns which have been successfully tried by regional exhibitor organizations and individual circuits.

FILM REVIEWING

Theatres are urged not to "give away" their screens to promote "minor" charity drives but concentrate on community-wide projects such as the Community Chest, United Appeal Drive, Red Cross, National Polio Fund, etc. in the report of the TOA film reviewing committee, submitted by H. F. Kincey, chairman.

The committee, which screens trailers submitted to it for review and approval, did not turn down any of those it was asked to see in the past year. All were approved on the basis they would promote good community relations.

On prevue trailers, the committee reports that, while most submitted by producers are good, efforts should be made to use more originality. It also recommends brevity and suggests that wide-screen trailers only be furnished on CinemaScope and other wide-screen process films.

Special commendation is paid to 20th Century-Fox for its new trailer series introducing its new stars to the public. Other companies are urged to follow suit.

ORGANIZATIONS AND MEMBERSHIP

The report of the Committee on Organization and Membership, made by R. M. Kennedy, chairman, paid special tribute to George C. Kerasotes, TOA president and George Roscoe, director of exhibitor relations, for their extraordinary efforts to convince exhibitors of the need for TOA and of the benefits the organization has been able to win for its members and exhibition generally.

State and regional units now total 26, the report said. Payments of dues by member theatres exceed the total of last year by 22 per cent. It estimates that 60 per cent of theatre owners in the U.S. are TOA members. The report also made the point that small town theatres and the owners of small circuits are very active in the membership. ". . . The majority of the decisions and management is the work of the so-called independents," it declared.

The report cited the affiliation during the past summer of the Mississippi Theatre Owners Association headed by George Davis, and of Maryland Theatre Owners Association, headed by John G. Broumas.

"There are still some areas where we have members but where the state or regional organization is not affiliated with TOA," the report concluded. "We do not feel that we are encroaching in any way when we attempt to familiarize these organizations with the services and value of TOA. . . . By this time next year we should have even more units affiliated with us."

CONCESSIONS

Concessionaires must actively help theatre owners climb toward better attendance, Van Myers, chairman of the Concessions Committee, declared in his annual report.

While it is true, Myers said, that theatre attendance this year is generally up, "there are still many depressed areas where attendance is continuing a downward trend." It is here where the concessionaire "out of enlightened self-interest" can and must help. The report suggested several specific ways in which the concessionaire can help build theatre and consequently his own, business.

ANTI TOLL-TV

The grass roots campaign to bar all forms of toll-TV must be continued, according to the TOA anti-toll-TV committee, headed by Philip F. Harling.

The committee report reviews developments in the field, both air and cable. Toll-TV through the air appears to be at least five years away, it states, due to restrictive limitations put on tests by the Federal Communications Commission. Toll-TV by cable still awaits a "specific plan" for its testing.

Industry's Year Is Reviewed In 9 Reports

Brazilian Exhibitors To Attend TOA Meeting

Special to THE DAILY

CHICAGO, Nov. 8.—Two Brazilian exhibitors and their wives have joined the European contingent who are guests of Theatre Owners of America at its 12th annual convention which opened today at the Hotel Sherman here.

George G. Kerasotes, TOA president, disclosed that through the cooperation of Touramerica, Inc., Mr. and Mrs. Ypsen Piva Telli and Mr. and Mrs. Vincenzo Rondino-Le Fevre are attending the TOA meetings.

Television Today

Who's Where

Jack Garrison has been named ice-president for the Middle West vision of NTA program sales, it as announced by **Michael M. Silrman,** NTA program sales president. arrison will headquarter in St. ouis. He joined National Telefilm ssociates in 1958 and has been in e radio and TV industry since 1934, hen he became an announcer for WKH, Shreveport, La.

□

The appointment of **George W. aust** as Western manager of CBS elevision Production Sales, effective ov. 23, was announced by **Tom W. udge,** director, production sales, oprations department, CBS Television etwork. Faust is currently manager f the Los Angeles office of CBS elevision Spot Sales. He previously as an account executive in the New ork and Chicago Spot Sales offices.

□

Harry Tatelman will join the CBS elevision Network as a producer, ffective Nov. 30, it was announced y **Guy della Cioppa,** vice-president n charge of network programs, Holywood. Under the terms of the conract, Tatelman will produce network roperties as well as his own new rojects.

□

Milton P. Kayle has been named usiness affairs manager of Indeendent Television Corp., **Walter Kingsley,** president, announced. **Kayle,** n addition to his new post, will coninue as resident counsel and assistant secretary of ITC.

□

William H. Duryea has been named supervisor of operations for NTA Telestudios, it was announced by **George K. Gould,** NTA Telestudios president. Duryea joins NTA Telestudios following a three-year association with the N. W. Ayer & Son advertising agency where he was a commercial producer as well as director.

□

The appointment of **James Hesen** to the newly created position of rector, West Coast live operations, CBS Television Network, effective immediately, was announced by **Edward L. Saxe,** vice-president, operations, CBS Television Network. In his new position, Hesen will be responsible for supervision of all "Below-the-line" live production activities and, specifically, for supervision of the technical operations, production operations, film services, facilities operations and purchasing departments.

□

Elliot Millner has been appointed research director of Independent Television Corp., **William Dubois,** director of operations and sales planning, announced. Millner had been consumer research project director at the Doyle Dane Bernbach Advertising Agency. He joined DDB in 1958.

Screen Gems Signs 3 Writer-Prod. Teams

From THE DAILY Bureau

HOLLYWOOD, Nov. 8. — Three new independent producing companies have been signed to create new programs for Screen Gems, it was announced by William Dozier, who has taken over the top studio post as vice-president in charge of West Coast activities for the Columbia Pictures TV subsidiary.

All three new independents are headed by writers turned producer. They are Richard Alan Simmons, David Swift, and a new group called The Writers Company consisting of Richard Murphy, Marion Hargrove, Liam O'Brien, Ivan Goff and Ben Roberts, which will have Paul Harrison as producer.

Radio, TV Outlets Sale To Col. OK'd by FCC

From THE DAILY Bureau

WASHINGTON, Nov. 8. — The Federal Communications Commission has approved the purchase by Columbia Pictures Corp. of radio and television stations in Salt Lake City.

The company is buying radio station KDYL and television station KTVT-TV for $3,100,000 from TLF Broadcasters, Inc. The stations will be Columbia's first broadcast property.

The commission said it was approving the purchase without prejudice to any action it might want to take later in the light of the final disposition of the government's block-booking-in-television anti-trust suit in New York.

Both Columbia and its television film distributing subsidiary, Screen Gems, are defendants in the booking suits.

Tape Recording Center Demonstrates Facilities

From THE DAILY Bureau

HOLLYWOOD, Nov. 8.—Facilities of the Video Tape Recording Center, with over $250,000 invested in equipment, including recent installation of the new B Ampex, VTR, were demonstrated on Friday to the press, advertising agency representatives and record company heads on the sound stage of the VTRC headquarters here.

Allen Lane, company president, and Jack Mauk, sales head, were hosts at the demonstration, which was followed by a luncheon at Lucey's.

Six Regional Meets

(*Continued from page* 1)

the delegates who closed a two-meeting on Friday at the Penn-Sheraton Hotel.

Tentative schedules are Buffalo, Jan. 8, region 1; Cincinnati, Jan. 13, region 3; Miami, Jan. 15, region 2; Memphis, Jan. 18, region 5; Minneapolis, Jan. 20, region 4; and Seattle, Jan. 22, region 6.

The Miami date will coincide with the dedication of the new center at the Variety chapter's hospital there.

New tents which are definite possibilites in the near future include Kansas City and Denver.

The proposed life insurance plan met with considerable support. International chief barker George W. Eby revealed he will appoint a committee to examine the idea further at the Toronto convention next June.

A banquet at the Variety Club given by Tent No. 1 in the Penn-Sheraton ended the convention.

V.C. Lunch Committee

Jack H. Levin, chairman of the installation luncheon of New York Variety Club Tent No. 35 honoring the outgoing chief barker Ira Meinhardt and installing the chief barker-elect Harry Brandt, has appointed the following luncheon committee for this special event: Charles Alicoate, Jack Byrne, Walt Framer, Alex Harrison, Herman Schleier, Mort Sunshine and James Velde.

Stock of MPI

(*Continued from page* 1)

cials of the company said in a weekend statement.

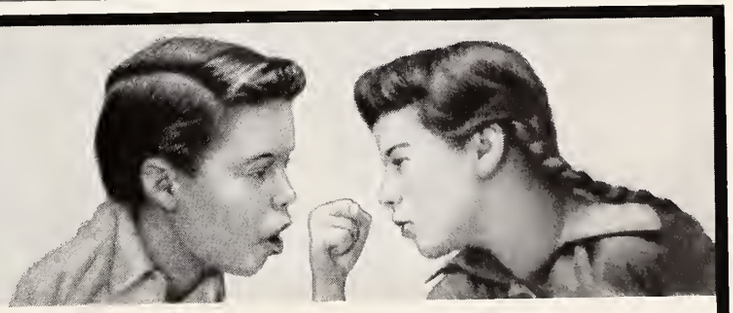
The firm's executives added that the announced goal of selling two million dollars in stock is expected to be achieved by the end of the fiscal year, March 31, 1960.

Expressing satisfaction at the progress of the sales effort to date and stressing the fact that the campaign did not actually get under way until after Labor Day this year, the report pointed out that Howard Jameyson, Robert Hoff, Richard Orear and Beverly Miller, MPA officers, had attended meetings of film exhibitors in Oklahoma City Dallas, Boston, Cincinnati, Detroit, Baltimore, Omaha, Columbus, Minneapolis and Memphis.

The reception at the meetings was termed "very encouraging," with the result that more than 1,000 theatres throughout the country are represented in the stock sales so far.

The official fall start of the sales drive will be initiated at the Theatre Owners of America convention starting tomorrow in Chicago, where Jameyson, founder of MPI, will speak. The company will have a booth, manned by several officers and directors, at the convention.

A special meeting of the MPI board of directors is being held tonight at the Hotel Sherman in the Windy City.



"Should children tell their parents about the facts of life?"...

At what age should parents first be approached? Is it better to bring the matter up yourself or wait till they ask questions?

For the forthright answers to these and other penetrating questions, see **"Happy Anniversary".** It fearlessly picks up where Hygiene 2 stops.

ALL THIS, AND MORE! MORE! MORE!
REVEALED!
NOTHING TO WRITE FOR! NO PLAIN ENVELOPES TO RECEIVE! JUST COME AND SEE THE FUNNIEST MOTION PICTURE THAT EVER TOOK A LOOK AT LOVE... BEFORE AND AFTER MARRIAGE!

FILMED IN SIN-ASCOPE

THRU UA

PEOPLE

Leo Yassenoff, owner of the Academy-Neth circuit in the Columbus, O., area, was tendered a testimonial dinner by the Agonis Club, organization of sportsmen. **Yassenoff** is a former football star of Ohio State University.

□

Charles E. Keeling has been named manager of the Trail Theatre, Coral Gables, Fla., unit of the Claughton circuit, replacing **Dean Barrett**, who has resigned because of ill health. **Roger Throne**, Trail assistant, has been promoted to managership of the Circle Theatre, Miami Springs. **Roger Ellul**, formerly manager at the Circle, has been given the similar post at the Normandy Theatre, Miami Beach.

□

Harvey L. Edwards, formerly public relations aide to **Oscar Hammerstein, II**, has been named administrator of Brandeis Institute, California. He will serve as administrative assistant to **Samuel G. Engle**, president, who also is a producer at 20th Century-Fox, and to **Steve Broidy**, Allied Artists president, who is chairman of the Brandeis board of directors.

□

Frank Perry has been named manager of the Art Theatre, Hartford, succeeding **Henry Jones**, who has resigned. The house is a unit of Community Theatres.

Mercedes 'Happy' Tie-In

United Artists has concluded a $1,000,000 international merchandising promotion with the Mercedes-Benz Corp. for Fields Productions "Happy Anniversary," it was announced by Fred Goldberg, national director of advertising, publicity and exploitation. Over 400 Mercedes dealers throughout the United States and Canada will participate in the campaign. Key element of the tie-in involves a schedule of co-operative ads blanketing 425 newspaper and magazine publications in every major domestic market.

Karp Signs Millar

HOLLYWOOD, Nov. 8. — Stuart Millar has been signed by Paramount to a multiple-picture non-exclusive contract as a producer by Jack Karp, studio head. Millar's first two projects are "Reunion," novel by Byrle Miller, and "The Slender Thread" a novel by P. J. Merrill, to star Stella Stevens.

Two Texas Houses Sold

DALLAS, Nov. 8.—Leroy Fischer and Mrs. Fischer, of Grand Prairie, have purchased from Hans Smith two theatres in Irving: the Highway 183 and the Irving Theatre. The Fischers also own the Uptown in Grand Prairie.



NEW FOX STARS Tommy Noonan and Pete Marshall at their press conference Friday. At right Ira Tulipan, 20th Century-Fox publicity manager.

Unit to Handle

(*Continued from page* 1)

James Velde, chairman of the general sales managers committee, and Charles Simonelli, chairman of the MPAA advertising and publicity directors committee.

The committee will be composed of Henry H. Martin, vice-president of Universal Pictures; Robert Ferguson, national director of advertising, publicity and exploitation of Columbia Pictures; Velde and Marcus.

It is expected that the committee will meet shortly to make plans for trial runs of the promotion plan in Pittsburgh and Minneapolis, approved by the sales managers and advertising publicity directors committees last week, and possibly in a third to be selected later.

Seth Raisler

(*Continued from page* 1)

lumbia Pictures, from which he resigned some weeks ago after being associated with them for many years. He had held various positions in Columbia's sales cabinet—the last of which was head of their contract department.

Loew's Theatres

(*Continued from page* 1)

$2,445,000 for U. S. and Canadian income taxes. The result is equal to 75 cents per share on the 2,668,389 shares outstanding.

'Sheba' Promotion Set

A three-prong newspaper, radio-television ad poster campaign will herald the new wide-screen process, Super Technirama-70, as used in Edward Small's "Solomon and Sheba," it was announced by Fred Goldberg, United Artists national director of advertising, publicity and exploitation.

Remodels Minn. Theatre

HALLOCK, Minn., Nov. 8.—Joseph Carriere, a director of North Central Allied and owner of the Grand Theatre here, has completed a $4,000 remodeling job at the theatre.

Streamlining Detroit's Film Delivery Service

Special to THE DAILY

DETROIT, Nov. 8. — Film Truck Service, Inc. has consolidated operations by moving its offices from the Fox Building and its shipping facilities from the Film Exchange Building to the site of the former Packard plant here.

Coincident with this move president Milton H. London of Michigan Allied has sent members a bulletin on streamlining of the service. Regular theatre deliveries will henceforth be made Tuesday through Saturday, extension runs Monday through Friday.

President Mrs. Gladys B. Pike of FTS said the move was made neccessary in order to supplement Michigan film delivery with revenue from other sources requiring week-end shipment. Net effect will be better week-day delivery, with prints held over weekends, she said. A one dollar minimum charge for advertising, trailers and packages can now be obviated by consolidating these with regular film delivery.

Allied members have received a questionnaire which they are asked to fill in and return in the interest of further consolidation.

'U' Acquires 'Hero'

HOLLYWOOD, Nov. 8.—Motion picture rights to William Bradford Huie's true story, "The Hero of Iwo Jima," have been secured by Universal-International, it was announced over the weekend by Edward Muhl, vice-president in charge of production. At the same time Muhl announced that he has assigned the story to Sy Bartlett to produce as one of U-I's most important 1960 productions. This will be Bartlett's first picture for U-I under his recently signed two-picture commitment, which is in addition to the two-picture deal Universal has with Melville Productions, in which Bartlett is partnered with Gregory Peck.

Visitor from Mexico

Rogelio Agraz Sanchez, president of Agrasanchez Films, S.A., of Mexico, has closed contracts here for films, both new and reissues, from Trans-Continental-Films, Inc.

Fox Comic Du

(*Continued from page* 1)

sional pair of comics. Introduced the trade press at a luncheon h on Friday, the two discussed th experiences in helping to sell th first picture together, "The Rookie on a nationwide tour, their plans the future, and their ideas about w a good comedy should be.

In making "The Rookies" Noon produced as well as wrote the scri and Marshall also contributed ma rial. Once the first print was rea however, they did not consider th jobs finished. They are presently the midst of a tour of 20 cities acr the land during which they are me ing with exhibitors and screening t picture for them at "sneak" p views before a regular theatre a dience.

'Very Good' Increased

As a result of these screenings s eral changes have already been ma in the film to delete material that d not turn out to be as funny as makers had intended. As proof th this technique is paying off, Noon said that preview cards marked "v good" jumped from 75 per cent 82 per cent with only two and half minutes cut from the film.

If further audience reaction sho the need for more changes, these w be made, too, before the film is leased on New Year's Eve for sp cial one-time showings. General lease will come in the middle January.

Both Noonan and Marshall s they have learned a great deal fr their contacts with exhibitors—"t bosses who have their pulse on wh the public wants." They intend put what they have learned to u in forthcoming films and also to co tinue their practice of numero screenings to edit the film. As th put it—"You can't get a sense what will really play before an av age audience in a projection roo showing."

Two a Year for Six Years

The deal the comics have with F calls for two pictures a year for t next six years. Spyros Skouras h already allotted $4,000,000 for th next three films, the first of whi will be "Up the River." Their co tract gives them leeway for gue appearances on television — even e courages them to appear twice befo each of their pictures comes o but forbids a regular TV series.

Noonan and Marshall descri themselves as "physical comics," b not slapstick and they plan to subo dinate the story lines in their films developing individual comic situatio at length. They feel that the most ir portant requirement for a successful comedy team is a good writer.

Set 'Buddy' Release

Columbia Pictures has complete plans for release of "My Do Buddy," which has finished shootin in Texas by McLendon Radio Pictur Corp.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 91 NEW YORK, U.S.A., TUESDAY, NOVEMBER 10, 1959 TEN CENTS

House Hearing

Johnston Will Defend Films Of Hollywood

To Testify in January on Industry Code Operations

By J. A. OTTEN

WASHINGTON, Nov. 9. — Motion Picture Association president Eric Johnston will tell a Congressional investigating committee early next year that it is barking up the wrong tree if it is looking for obscenity and pornography in Hollywood pictures.

A House post office subcommittee announced it would study late in January operations of the film Production and Advertising Codes and "similar self-policing" efforts in the publishing industry. Chairman Kathryn Granahan (D., Pa.) invited Johnston to be witness.

Johnston told the subcommittee he welcomes a chance to testify because many of the statements made by Mrs. Granahan in announcing the hearings were "unfounded and untrue." He said he would bring with him Production Code administrator Geoffrey Shurlock and Advertising Code direc-

(*Continued on page* 2)

Funeral Today for Harry F. Shaw, 62

Special to THE DAILY

NEW HAVEN, Nov. 9.—Funeral services will be held tomorrow at Mt. Hebron Cemetery, Flushing, L.I., for Harry F. Shaw, 62, division manager, Loew's Poli New England Theatres, Inc., who died of a heart attack in his office Sunday.

In show business since childhood he became division manager for Loew's Theatres in Connecticut and

(*Continued on page* 11)

Fox Enters 'Infidel' In Third S. F. Festival

Special to THE DAILY

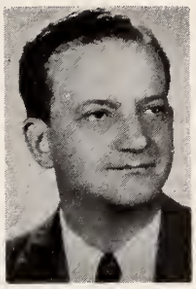
SAN FRANCISCO, Nov. 9. — 20th Century-Fox has entered "Beloved Infidel" in the third annual San Francisco International Film Festival, which starts at the Metro Theatre Wednesday night, marking the first

(*Continued on page* 11)

TOA Elects Al Pickus As Its New President

Special to THE DAILY

CHICAGO, Nov. 9. — Albert M. Pickus of Stratford, Conn., is the new national president of the Theatre Owners of America. He was elected at the 12th annual TOA convention at the Hotel Sherman here today.



Albert Pickus

Pickus, who was chairman of the executive committee, succeeds George G. Kerasotes of Springfield, Ill., who became chairman of the board of directors. Roy Cooper of San Francisco, a former assistant to the president, was elected chairman of the executive committee.

Pickus owns and operates one

(*Continued on page* 13)

RKO Meeting Set in Cincinnati This Week

Harry Mandel, RKO Theatres' vice president of theatre operations, has called a merchandising meeting in Cincinnati at the Netherland Plaza Hotel Wednesday and Thursday at which all out-of-town theatre and division managers will be in attendance. A similar meeting was held for the RKO managers and division managers of the New York Metropolitan area recently.

Sol A. Schwartz, president of RKO

(*Continued on page* 14)

Kerasotes Sounds Optimistic Note

Theatre 'Revival' Is TOA Meet Theme

Rosen, Keynoter, Labels Product Supply As Exhibition's Basic Consideration

By MARTIN QUIGLEY, JR.

CHICAGO, Nov. 9.—"Revival, not survival," was the slogan given to Theatre Owners of America's annual convention as it opened in the Hotel Sherman here today, by its keynoter, Samuel Rosen, executive vice-president of Stanley Warner Corp.



Samuel Rosen

Approximately 250 exhibitors were in attendance at the opening session in the hotel's grand ballroom, which was decorated with banners keyed to the theme of showmanship. Roy Cooper, newly elected chairman of the TOA executive committee, and as such next in line for succession to the TOA presidency, acted as general chairman of the session.

Following a welcoming address by

(*Continued on page* 12)

Universal Explains Its AMPPA Withdrawal

Universal Pictures announced yesterday that its decision to serve notice of resignation from the Association of Motion Picture Producers Association effective in six months was prompted by the fact that the company no longer owns nor operates its own studio in California. Consequently, various services performed by the AMPPA for its members are no longer required by Universal, the company said.

Although Universal has withdrawn

(*Continued on page* 11)

New British Film Bill Given Second Hearing

By WILLIAM PAY

LONDON, Nov. 6. (By Air Mail)—The Cinematograph Films Bill which continues the quota provisions until 7967, and for the first time brings British newsreels under the protec-

(*Continued on page* 14)

Winston-Salem Theatres To 'Censor' Own Films

Special to THE DAILY

WINSTON-SALEM, N.C., Nov. 9.—An agreement to censor their own movies and advertising has been reached by owners and managers of theatres in and around Winston-Salem. A spokesman said the agreement was reached at a meeting of

(*Continued on page* 11)

Fabian Says ACE Pledges to Aid Films Made with New Players in Many Ways

Special to THE DAILY

CHICAGO, Nov. 9.—The American Congress of Exhibitors has asked the major film companies to make some pictures "with good production values in which they take a chance on good, competent players who have not reached the top" and in return ACE has pledged to help such films with playdates or a subsidy to share or minimize any losses. This was reported here today by S. H. Fabian, ACE chairman, in an unscheduled report on ACE, its work to date and how its committees have operated made at the morning session of the Theatre Owners of America convention here.

Fabian said that a committee consisting of himself and Sol Schwartz, president of RKO Theatres, had had a half dozen meetings with a Motion Picture Assn. committee consisting of Barney Balaban, president of Para-

(*Continued on page* 13)

Russian Film to Bow in Two Theatres Tonight

From THE DAILY Bureau

WASHINGTON, Nov. 9.—A Russian film delegation here for tomorrow night's Russian film premiere is having a gay social whirl.

The delegation, consisting of three actors and an actress, is being wined and dined. Wednesday afternoon they

(*Continued on page* 11)

PERSONAL MENTION

BURTON E. ROBBINS, vice-president of National Screen Service in charge of sales, will return here next week from Chicago, where he is now attending the convention of Theatre Owners of America.

•

GEORGE WELTNER, Paramount vice-president in charge of world sales, and JEROME PICKMAN, vice-president in charge of advertising-publicity, will leave here today for Chicago and the TOA conclave.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, and AL SICIGNANO are in Detroit from New York.

•

EDWARD MOREY, Allied Artists vice-president, will leave New York today for the Coast.

•

ELY LANDAU, chairman of the board of National Telefilm Associates, and OLIVER A. UNGER, president, will leave here today for Los Angeles.

•

WILLIAM WYLER, director of MGM's "Ben-Hur," will arrive in New York from the Coast tomorrow via Boston and Philadelphia.

•

DAVID MILGRIM, head of Milgrim Theatres, Philadelphia, has become a grandfather for the fifth time with the birth of a girl to his daughter, MRS. ERWIN BLOOM.

•

JULIAN BLAUSTEIN, producer of "The Wreck of the Mary Deare," for MGM, arrived in Cleveland yesterday from New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"A SUMMER PLACE"
Starring
RICHARD EGAN · DOROTHY McGUIRE · SANDRA DEE · ARTHUR KENNEDY · TROY DONAHUE
Written, produced and directed by DELMER DAVES
A WARNER BROS. Picture in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "FALL FROLIC"

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST
For The Quickest And Best Holiday Promotion Trailers
Send Your Order To
FILMACK
1327 SO. WABASH - CHICAGO 5
630 NINTH AVE. - NEW YORK 36

Johnson Will Defend Films

(Continued from page 1)

tor Gordon White to help him answer the charges.

Johnston will say, an MPAA official declared, that if the subcommittee is looking for pornography and obscenity —as it reportedly is—he doesn't know why they're looking at Hollywood production. There's nothing obscene and pornographic in Hollywood films, Johnston will assert.

The Granahan subcommittee in this past session studied extensively pornography and obscenity going through the mails. Mrs. Granahan said the subcommittee now wanted to turn its attention to the self-policing efforts of the film and publishing industries against "overdramatization of sex and obscenity." The subcommittee is almost certain to push for a more vigorous and more restrictive application of self-policing efforts.

Many people fear, the Pennsylvania Democrat asserted in the letter to Johnston inviting him to appear, that the Production and Advertising Codes have lost effectiveness recently. "Within recent years," she asserted, "movie producers have been induced to seek business by filming and advertising material which appears to be in complete violation of the spirit and letter of the industry's own codes. As a result, the screens and billboards of the nation have been filled with 'adult presentations' dealing with sexual immorality, sex crimes, perversion, nudity, brutality and extreme violence."

Mrs. Granahan conceded that, while the subcommittee felt there was need for improvement in both the production and advertising fields, it still believed this could be accomplished better through the action of the industry than through legislation.

The letter quoted at length the comments of the district attorney of Philadelphia attacking some recent films, and declaring that drive-ins which displayed these films were commonly known as "passion pits."

A Senate judiciary subcommittee has also been studying problems of pornography and obscenity in the mails, but has avoided any investigation of the film industry itself.

Theatres in Steel Towns Are Hurt by Strike

Special to THE DAILY

CLEVELAND, Nov. 9 — Theatre business in Cleveland, Akron, Canton, Youngstown, Toledo and other northern Ohio industrial towns dependent upon a steady steel supply, all report business has dropped off from the early fall comeback.

The great unemployment situation with the uncertainty of when the strike will end has caused a tightening of belts and careful budget allotments which, apparently, do not include the movies. Lay-offs in Greater Cleveland alone are reported to approximate 100,000 employes.

The conditions affect both first and subsequent run theatres, but the neighborhood houses are the hardest hit because of their family appeal, including multiple admissions. The big pictures are still doing business, exhibitors say but not what it was hoped they would do. The lesser pictures, they report, play to rows of empty benches. The lure of lower admissions, they point out is no panacea as any admission price is too much for many families of striking employes.

AB-PT Dividends

The board of directors of American Broadcasting-Paramount Theatres has declared a dividend of 25c each on the common and preferred stock, payable on Dec. 15 to stockholders of record Nov. 20.

Bergher's Authority Is Expanded by Col. Int'l.

Expansion of the authority of Michael Bergher, vice-president of Columbia Pictures International Corp., to include not only the Far East and Australasia, but Latin America as well, has been announced by Lacy W. Kastner, president. Bergher will transfer his headquarters from Tokyo to the home office here next January.

Bergher, a Columbia veteran, joined the company in 1933, when he inaugurated the company's offices in Japan, as general manager. In 1941, he was transferred to a supervisory position in the Caribbean area, and later served with the OWI as head field representative in the Far East from 1944. He then rejoined Columbia in 1951 as Far East supervisor. To this responsibility, supervision over Australasia was added last year.

Joseph E. McConville will continue in his present capacity as supervisor of Latin America.

Webb to Appear Here

Jack Webb will make personal appearances tomorrow on the stages of nine theatres in the New York metropolitan area where his new Warner Bros.' picture, "—30—," will open simultaneously.

O'Donnell Recovering

R. J. (Bob) O'Donnell, who underwent major surgery late last week in Dallas, was reported yesterday to be recovering satisfactorily.

Industry Group Urges Need for Blood Donors

The urgent need of such orga izations as Inter-County Blood Ban Inc., for fresh whole blood, used n in large quantities in modern a vanced heart survery, is being point up by a small but growing group film industry people. Because t blood banks cannot readily supply t quantities needed many patients a waiting their opportunity to rega a normal life.

Only blood donors, not money, c supply the need. Irving Hecht Cineffects, Inc., has undertaken make appointments for donors a supply information. He became i terested when Nathan Sobel, pre dent of Cineffects, recently unde went a successful heart operation St. Francis Hospital, Roslyn, L.I.

Wilcox Film To Be In Wide-Screen Proces

Herbert Wilcox, noted British pr ducer, plans to make his next pictur to be based on "The Reason Wh by Cecil Woodham Smith, in a wid screen process and present it on road show policy. The producer now in New York to discuss distrib tion arrangements with major con panies here and to secure the ser ices of two American stars for th film.

Wilcox has already lined up Re Harrison to play Lord Cardigan, th officer who led the famous Charge the Light Brigade, with which th story is concerned. He plans also t cast a number of top British stars i important roles.

Budget for the film is set at £1 500,000, and the screenplay will b written by Terrence Rattigan. Wilco himself will produce and will name director shortly.

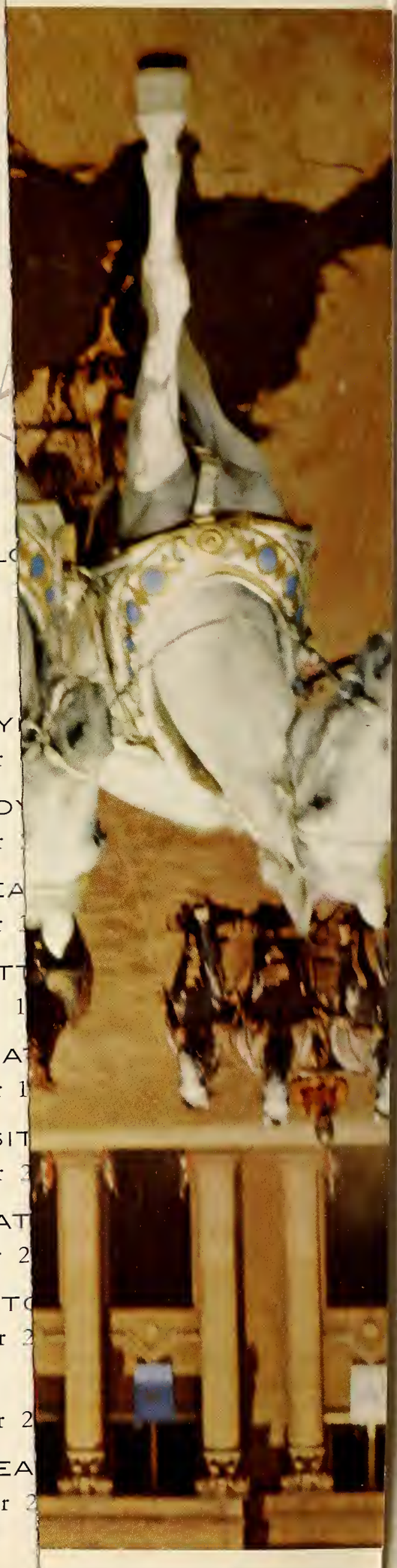
Redstone Keynoter for Florida Convention

Special to THE DAILY

JACKSONVILLE, Nov. 9. — Key note speaker of the annual conventio of the Motion Picture Exhibitors o Florida will be Sumner Redstone Northeast Drive-In Theatres Corp Boston. Arrangements are being mad for a minimum of 300 guests at th MPEOF gathering which will ope here at the Robert Meyer Hotel o Dec. 6 and close at the Hotel Roose velt on Dec. 8.

Mrs. Margaret Twyman, of the Mo tion Picture Association, will presen "a woman's viewpoint of the indus try." Main speaker at the closing ban quet will be Dr. William H. "Bill" Alexander, pastor of the First Chris tion Church, Oklahoma City.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cluh, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is puhlished daily except Saturdays, Sundays and holidays, hy Qu ley Puhlishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cahle address: "Quigpuhco. New York" Martin Quigley, President; Martin Qu.gley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Puhlications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



19

WORLD P

NEW YORK CITY L
November

LOS ANGELES EGY
November

PHILADELPHIA BO
November

BOSTON SAXON THEA
November

MONTREAL ALOUETT
December 1

DALLAS TOWER THEA
December 1

TORONTO UNIVERSIT
December

MIAMI LINCOLN THEAT
December 2

CHICAGO MICHAEL T
December

SAN FRANCISCO
December 2

ATLANTA ROXY THEA
December

1959

WORLD PREMIERE

NEW YORK CITY LOEW'S STATE THEATRE
November 18

LOS ANGELES EGYPTIAN THEATRE
November 24

PHILADELPHIA BOYD THEATRE
November 24

BOSTON SAXON THEATRE
November 24

MONTREAL ALOUETTE THEATRE
December 17

DALLAS TOWER THEATRE
December 18

TORONTO UNIVERSITY THEATRE
December 23

MIAMI LINCOLN THEATRE
December 23

CHICAGO MICHAEL TODD THEATRE
December 23

SAN FRANCISCO
December 23

ATLANTA ROXY THEATRE
December 25

1960

CLEVELAND LOEW'S OHIO THEATRE
January

DETROIT UNITED ARTISTS THEATRE
January

CINCINNATI CAPITOL THEATRE
February 4

PITTSBURGH STANLEY-WARNER THEATRE
February 4

MINNEAPOLIS ACADEMY THEATRE
February 18

VANCOUVER CAPITOL THEATRE
March

INDIANAPOLIS LYRIC THEATRE
March

OMAHA COOPER THEATRE
March

EUROPEAN PREMIERE

LONDON EMPIRE THEATRE
December 16, 1959

A Momentous Event in Motion Picture History



The Entertainment Experience Of A Lifetime

from

METRO GOLDWYN MAYER

WILLIAM WYLER'S

PRESENTATION OF



TECHNICOLOR®

FILMED IN CAMERA 65


Ben-Hur
THE [illegible]


Quintus Arrius
THE POWERFUL


Esther
THE LOVED


Messala
THE TREACHEROUS


Sheik Ilderim
THE LUS


Miriam
THE FAITHFUL


Simonides
THE LOYAL


Tirzah
THE OUTCAST


Balthasar
THE WISE


Pontius Pilate
THE CORRUPT

METRO GOLDWYN MAYER
presents

A TALE OF THE CHRIST
by GENERAL LEW WALLACE



DIRECTED BY

WILLIAM WYLER

STARRING

CHARLTON HESTON · JACK HAWKINS

HAYA HARAREET · STEPHEN BOYD

HUGH GRIFFITH · MARTHA SCOTT WITH CATHY O'DONNELL · SAM JAFFE

SCREEN PLAY BY
KARL TUNBERG · SAM ZIMBALIST

PRODUCED BY

TECHNICOLOR®

FILMED IN
CAMERA 65

Soviet Film

(Continued from page 1)

will leave for two days in Hollywood, and will reach New York Saturday morning. Monday they will leave for Moscow.

The delegation is headed by Nikolai Cherkassov, and includes Elina Bystritskaya, Serge Bondarchuk and Vassily Merkuriev. All play leads in one or another of the Soviet films bought by the U.S. Merkuriev plays the lead in "The Cranes Are Flying," the film having its premiere here tomorrow night.

The demand for tickets has been so great among Washington government, embassy and society leaders that the premiere has been slated for two theatres. The film starts its commercial run Wednesday at the relatively-small Dupont Theatre, and the premiere was originally scheduled there tomorrow night. But the big demand shifted the premiere to the larger Metropolitan Theatre. The demand continued to grow, however, and the decision was made to use both theatres.

Eric Johnston the Host

Ceremonies at each theatre will be hosted by Motion Picture Association president Eric Johnston, with speakers including U.S. Information Agency director George Allen, Assistant to the Secretary of State William B. Lacey, and Soviet Charge D'Affaires Mikhail Smirnovskv. The U.S. Army Band will play, and the four Soviet stars will appear briefly.

The Soviet delegation, which arrived here over the weekend, were guests at a cocktail party at MPAA headquarters last night, followed by a screening of "Operation Petticoat."

'Marty' to Have Bow In Moscow Today

Special to THE DAILY

MOSCOW, Nov. 9. — Russian movie-goers will see the first American film to be released in the Soviet Union in 15 years tomorrow when United Artists' "Marty" makes its bow here. "Marty" is one of ten American features which will be shown in the Soviet Union under the terms of the U.S.S.R.-U.S.A. Cultural Exchange Agreement.

Representing United Artists at the opening here, which will draw Soviet dignitaries and key entertainment figures, will be Robert S. Benjamin, chairman of the board; Arthur B. Krim, president, and Arnold M. Picker, vice-president in charge of foreign distribution. Producer Harold Hecht and Delbert Mann, who directed "Marty," also will attend the premiere.

McLaglen Rites Today

LOS ANGELES, Nov. 9. — Masonic funeral services for Victor McLaglen, 72, veteran actor, who died Saturday of a heart attack, will be held tomorrow at the Church of the Recession, Forest Lawn. Los Angeles Lodge 42, Free and Accepted Masons, will conduct the services.

'Infidel' Entry for S.F. Festival

(Continued from page 1)

time that a major Hollywood producer has participated in the competition.

Spyros Skouras, head of 20th-Fox, telephoned here from New York on Saturday to announce "Infidel" would be in the runnning for one or more of the Golden Gate Awards that go to the best actor, actress, film and director. Gregory Peck and Deborah Kerr, co-stars in the picture, are scheduled to attend when "Infidel" is screened at the Metro, as are producer Jerry Wald and Henry King, who directed.

Managing director Irving M. Levin has lined up an imposing list of entries as well some interesting out of competition pictures, notably Great Britain's "The Mouse That Roared," filmed in England by Hollywood's Columbia Pictures, and the Russian "The Snow Queen," the combined effort of Soviet cartoonists and dubbed in voices provided by Hollywood's Universal - International studios. The film is listed on the program as a U.S.-Russia contribution.

In the short subject division there are more than a score of American entries and there are two domestic feature entries, "Proper Time" and "Crime and Punishment, U.S.A.," both of which are from independent producers.

Following is the complete schedule for the festival: November 11—"Orfeu Negro" (Brazil); 12—"Il Generale Della Rovere" (Italy); 13—"King of the Sumava" (Czechoslovakia); 14—"The Tangled Web" (Germany); 15—"The Hidden Fortress" (Japan); 16—"A Matter of Dignity" (Greece); 17—"Non-Scheduled Train" (Yugoslavia); and "God in a Strange Place" (United States); 18—"For Whom the Larks Sing" (Hungary); and "Young Have No Time" (Denmark); 19—"Lotna" (Poland); and "Race for Space" (United States); 20—"Nude in a White Car" (France); 21—"The Proper Time" and "Crime and Punishment, U. S. A." (United States); 22—"The World of Apu" (India); 23—"Village on the River" (Netherlands); and 24—"The Mouse That Roared" (Great Britain).

Saturday matinees will include the following films: 14—"Santa Claus" (Mexico); 15—"Broth of a Boy" (Ireland); 21—"The Snow Queen" (Russia-United States); and 22—"Tragedy of Love" and "Kingdom and the Beauty" (Hong Kong).

'Anniversary' Premiere Tonight Will Aid WAIF

The world premiere of United Artists' "Happy Anniversary," which will be held at the Victoria Theatre here tonight for the benefit of WAIF, adoptive division of International Social Service, is expected to draw some 800 social and civic dignitaries and entertainment personalities.

Following the premiere, WAIF will sponsor a supper dance and entertainment at the Hotel Plaza.

Helen Hayes Chairman

Heading the roster of guests will be Helen Hayes, chairman of the New York Chapter of WAIF; actress Jane Russell, founder and national president of WAIF; William T. Kirk, General Director of International Social Services, and Mrs. John C. Carrington, chairman of the organizing committee for the premiere.

Also attending will be Senator and Mrs. Jacob K. Javits, Mr. and Mrs. William B. Zeckendorf, Mrs. Pearl Mesta, Mrs. Fiorello LaGuardia, Mr. and Mrs. Arthur H. Sulzberger.

William L. Guthrie, 77

BURBANK, Calif., Nov. 9. — William L. Guthrie, 77, head of the Warner Brothers location department for many years, died today following a heart attack in his office at the Warner studio here.

Guthrie entered the industry with Mack Sennett in the early silent days, moving to Warner Brothers in 1921. He is survived by three sons: Carl, Lester and Stanley; five grandchildren and three great-grandchildren.

Funeral for Shaw

(Continued from page 1)

Massachusetts. In 1934 he worked for B. S. Moss vaudeville theatres in Metropolitan New York, joining Loew's, first as division manager in Jersey City, N.J. and later in Syracuse, N.Y.

Survivors include his wife, Mrs. Flo Ringer Shaw, formerly of the Ziegfield Follies, and sister, Mrs. Harry Rose, wife of manager of Loew's Poli Majestic, Bridgeport, Conn.

Universal Explains

(Continued from page 1)

from the AMPPA, the announcement added, it will continue to be an active member of the Motion Picture Association of America, Inc., and will participate and support, as it has over the years, The Production Code, The Advertising Code, the Title Registration Bureau and other industry matters conducted through MPAA.

Orchids to the Ladies

To celebrate the 200th performance of Samuel Goldwyn's "Porgy and Bess" at the Warner Theatre here last night, every lady received an orchid as a souvenir of the occasion. The picture is now in its 20th week at the theatre.

E. J. O'Connell Dead

WORCESTER, Mass., Nov. 9.—Edward J. O'Connell, 53, manager of the Fine Arts Theatre here, died following a short illness. He had been in the amusement field for 35 years.

Royster Suit Denied Supreme Court Hearing

From THE DAILY Bureau

WASHINGTON, Nov. 9. — The Supreme Court refused to interfere with a lower court order dismissing an anti-trust suit brought against major film companies by a Peekskill, N. Y., exhibitor.

The treble damage suit was brought by Royster Drive-In Theatres, Inc., operator of the Peekskill Theatre, against American Broadcasting-Paramount Theatres and the eight major distributors. It charged a conspiracy to favor AB-PT's Paramount Theatre in Peekskill.

The district court dismissed the case and the second circuit court of appeals upheld the dismissal. Royster then appealed to the high court, but the court today refused to consider the appeal, in effect upholding the dismissal. The court gave no reason for its action.

The court's action clears its docket of film industry cases.

Winston-Salem Houses

(Continued from page 1)

the theatre executives and a committee of the Parents' League here.

"If the agreement is followed," said Mrs. Kenneth Steadman, league president, "I see no need for a censorship board, as has been proposed to the board of aldermen."

A censorship board was discussed by the aldermen at a recent meeting, but the question was referred back to the aldermen's public safety committee. The proposal would set up a board of five members to determine if movies are "obscene or immoral."

Mrs. Steadman said that a meeting of the Parents' League and the theatre operators did not come about because of the censorship board question, but that it had been "planned a good while ago."

She made known that the theatre managers agreed some movies and movie advertising might not have been in good taste. "The gentlemen were most cooperative," she declared.

Meanwhile, the theatre executives signed statements showing their willingness to examine their own films and advertising and to discuss any further questions or problems with the parents group.

General Precision Income Is Way Up

Consolidated net income of General Precision Equipment Corp. totalled $3,043,628 for the nine months ended Sept. 30, as compared with $915,612 for the same period last year, the company announced yesterday.

Sales for 1959 are expected to exceed $200,000,000 for the first time, with the backlog of orders as of Sept. 30 at $202,000,000, compared with $168,000,000 at Dec. 31, 1958, the report stated. Net sales for the nine-month period this year were $156,420,305; last year they were $122,772,431 for the period covered.

Theatre Revival Is Theme of TOA Convention

Rosen Address Also Stresses Value of ACE

(*Continued from page* 1)

David Wallerstein, president of Balaban & Katz, and honorary convention chairman, Rosen took the floor to urge exhibitors in and out of TOA to greater efforts in solving their problems and improving their businesses. Opportunities are at hand, he said, but it will require hard, unceasing labors to make the most of them.



George Kerasotes

"I am opposed to and disgusted with those crepe hangers who have us dead and buried," Rosen said. "To the contrary, I believe we are still a lusty, growing youngster. Our basic need for revival is a flow of good pictures the year round, released evenly throughout the year, not in fits and starts or the haphazard manner as at present."

Product supply, he emphasized, is exhibition's primary consideration. "All other programs of improvement, adjustment and modification, involving trade practices of all kinds, are secondary and subordinate to this hunger for a steady supply of more screen merchandise."

"The multiple day and dating, the too-many re-issues, and the few new features available, drive the customers to other forms of diversion. More product will fill the channels of distribution with a really enticing spread of entertainment. More pictures will stimulate more patronage. More pictures necessarily mean more publicity and word-of-mouth for more pictures. More pictures will compel a more orderly release schedule, and most important of all—by the law of averages—more good pictures will be produced; building a better, more consistent box-office throughout the year.

'The More, the Better'

"Theatre Owners of America has long supported the principle: that the more pictures made, the more *better* pictures; that the economic law of averages will insure profits if production is stepped up from what it has been during the past 10 years. As I said at the beginning, this past summer has been a good example of what a sufficient number of pictures will do for the boxoffices of the country."

Rosen asserted that "Any exhibitor who wants to take the risk of making and distributing features should have the right to do so." He added this "certainly should include the most likely and practical source—the former affiliates who have the means to do so. We see no practical, economic or legal reason why, today, the Department of Justice should withhold its consent."

Objects to 'Fouling Nest'

Rosen also defended the American Congress of Exhibitors' record. Taking note of "some murmuring around the country that ACE is slow, that while its executive committee is talking, theatres are dying," he said "This is really fouling our own nest. I challenge these critics to tell us who in ACE promised them miracles." He said it should be apparent that you cannot "brush away in a few months the accumulated ill will between buyer and seller" that has been building up for several decades, and recalled the fruitless efforts which have been made in recent years to get presidents of the Motion Picture Association member companies together at meetings with exhibitor representatives. But ACE, at least, he noted, has achieved that and will go from there.

Decries Film Sales to TV

Rosen termed the sale of pre-1948 features to TV "the great betrayal."

"I know of no other industry," he said, "in which the manufacturer has permitted the very same merchandise which he has sold to his regular customers over a score or more years, to be used to compete against, and help destroy those very same customers. I say to you this is immoral and although I am not a lawyer, I believe the law requires good morals in the market place. If ever there was a case of unfair competition, this is it."

The keynoter also held out hope that many theatres can be aided through the revived industry conciliation process, pointing out that the film company presidents have pledged their goodwill and their interest in its success. "This does not mean that any claim is a good claim or any case can win. But it does mean that every exhibitor is entitled to a fair hearing of his contention and that there will be an effort to clear the calendar quickly, efficiently and with equity."

Rosen reminded exhibitors that they must aid producers in selling new talent to the public.

Favors Regional Promotion

He also reminded them that their houses must be kept in the best condition at all times and that "hard sell" of theatres and their merchandise is essential. The regional business promotion plans that have been conducted with outstanding success in many parts of the country also were recommended.

A strong note of optimism was struck by George Kerasotes, retiring TOA president, in his address to the convention. "I firmly believe," he said, "that we are on the threshold of the greatest prosperity we will ever experience. Some of our forthcoming product will play to the largest audience in our history, because our nation is growing."

Joint Meeting Set

Like Rosen, Kerasotes also scored the sale of old films to television and, as TOA's representative on the ACE executive committee, referred to some of the latter's work.

He said it is still too early to tell whether conciliation "will do the job of saving the distressed theatres, but there are many instances already on record where it has enabled closed theatres to reopen and solved critical problems for other theatres." He noted that ACE's conferences with company presidents are continuing, some of them aimed at means of obtaining increased production and that something, eventually, "may come from these discussions."

Also, he said, the ACE exhibitor-distributor subcommittee will meet next month with MPAA's committee on sales problems to continue seeking solutions to a wide variety of trade practice problems.

Wants Ads Improved

Discussing the threat of censorship, Kerasotes said "most of our trouble emanates not from the content of the pictures but from the advertising material. We have asked the cooperation of the film companies in being more judicious in what they say in their ads. They recognize the problem and have pledged cooperation."

He reminded that exhibition, too, has a responsibility with regard to its own advertising, particularly with foreign-made pictures released without a Production Code seal.

Kerasotes scored those who contend that TOA represents "the big circuits." He said an analysis of its membership showed that 62.3 per cent of TOA members and and operate only one theatre and another 23 per cent own and operate only 2 to 4 theatres. He said 91.6 per cent of the membership owns and operate less than 10 theatres, and only 1.1 per cent own and operate more than 50 theatres.

Kerasotes was warm in his praise of film companies who cooperated with the convention, sending 28 of more new stars in "the greatest display of new talent ever assembled at any convention."

The mid-day luncheon meeting was presided over by John Stemble of Georgia Theatres, who introduced the MGM starlets Laura Patton and George Hamilton, and the guest speaker, H. E. Jameyson of Motion Picture Investors. Hosts at the luncheon were United Film Service of Kansas City and MPA Service, New Orleans.

Awards to Seven

Mitchell Wolfson of Miami presented TOA's service awards of the year to A. Julian Brylawski, Robert Livingston, Samuel Pinanski and Robert J. O'Donnell. The latter was unable to be present, having recently undergone surgery in Dallas, and the luncheon audience rose in tribute to him when his citation was read by Wolfson. The medals are awarded to those performing valuable services to exhibition during the year.

The afternoon was left free for delegates to visit the trade show, as other afternoons will be also. Main social event this evening was the joint TOA and National Assn. of Concessionaires cocktail party.

The convention will continue through Thursday.

'On Threshold Of Prosperity,' Says Kerasotes

Kerasotes Urges TOA To Oppose Classification

Special to THE DAILY

CHICAGO, Nov. 9. — "We must oppose all attempts by municipalities and state governments to impose any form of classification of pictures," George Kerasotes, TOA president, told the convention today.

"Classification of films into categories of 'adults only,' or anything else, will destroy our business as we know it today," he said. "You have only to ask any Chicago exhibitor who had to operate under a city classification system, or a British exhibitor now living under a national classification system, how harmful classification can be to his business."

Rosen Cites Divorcement As Key to Film Shortage

Special to THE DAILY

CHICAGO, Nov. 9. — The tre divorcement was singled out again today as the culprit in the product shortage currently plaguing exhibitors.

Samuel Rosen, executive vice-president of Stanley Warner Theatres, in his keynote address to Theatre Owners of America's annual convention here, asked "How many industry prophets foresaw that divorcement, leaving the distributors without any investment in theatres, would destroy the studio incentive to produce the number of features required for profitable theatre operation? The fewer features resulted in fewer theatres."

Lauds 'Hercules' Campaign; Urges Others of Type

Special to THE DAILY

CHICAGO, Nov. 9. — Distributors were urged to do more experimental hard selling before opening their pictures to national release with "Hercules" cited as an example of what can be achieved. The point was made today by Sam Rosen in the keynote speech at the Theatre Owners of American convention.

Rosen said: "'Hercules' has taught us that a multi-million, multi-top star production is not indispensable to block-buster business; that the right picture launched with a tremendous hard sell campaign, pays untold dividends at the box-office. We salute you, Joe Levine, for your courage, imagination and enterprise. You are an asset, and may you be a fixed asset to our business.

"'Hercules' is not a once-in-a-life-time accident. Other features coming up may have latent box-office power, but they never get a real merchandising try-out to see if they can make the grade. I urge the distributors to do more experimental hard selling before opening product to national release.

ACE Pledges

(*Continued from page* 1)

mount, and Abe Schneider, president of Columbia. Although these meetings lasted "from two to four or five hours, they were not productive in achieving results," Fabian said today. He outlined the various problems of production, especially in finding stars, directors and "pre-tested" screen material.

"Exhibitors must somehow take into their own hands to see that more product is available," Fabian urged. This help can be money, playdates, exploitation and build up for "new faces." He said consideration was given to a talent search starting at the local level.

ACE has no thought "of imposing from above any policy on exhibitors," Fabian said. He urged all present to forward their views on what ACE should do.

On conciliation Fabian said "we have reports from some areas that it works splendidly and from others that it has not worked at all. I believe that it is now much too early to determine whether it will be a success or not."

Commenting on the possible sale of post '48 features to television Fabian stressed the legal obstacles to joint action and the possible problems even in joint discussions of solutions. He did say that he felt economic factors were now working in favor of keeping such films off television.

On advertising Fabian remarked: "We asked the companies to tone down advertising and in many cases this would eliminate problems on many pictures."

New Methods for Indoor Refreshment Service Sighted at First NAC Seminar

By GEORGE SCHUTZ

CHICAGO, Nov. 9.—New dimensions for indoor theatre refreshment service were sighted at today's opening seminar of the National Association of Concessionaires covention here.

Talks by panel members and the ensuing discussion, pursuing methods of merchandising that produce greater profits, developed the idea of indoor concessions which would include foods and counter service for its consumption in theatres of cleintele and physical conditions suited to them. As Philip L. Lowe, president of NAC described it, "something between the conventional candy stand and a full-scale drive-in cafeteria."

Lee Koken, board chairman of NAC, said that RKO Theatres, of which he is head of concessions, has been discussing the possibility of such an installation as an experiment in one of its theatres. Caution was urged, however, by Bert Nathan, concessionaire of Brooklyn, N.Y., and a past-president of NAC, on the basis of his experience at the All-Weather Drive-In, Syosset, Long Island, where an indoor theatre is housed in the same building with the huge cafeteria regularly serving the Associated outdoor theatre. In winter, with indoor theatre getting the bulk of the patronage, food sales, he said, fall off drastically.

Six on the Panel

The indoor seminar panel consisted of Lee Joehnck, Commonwealth Theatres, Kansas City; Leonard Pollack, Loew's Theatres, New York; J. J. Fitzgibbons, Jr., Theatre Confections, Toronto; Frank D. Register, National Confectioners Association, Chicago; and Koken, with Van Myers, Wometco Theatres, as moderator.

Conducted in conjunction with the concurrent conventions of NAC ad Theatre Owners of America, the trade show, which opened Sunday to continue through Wednesday, is the largest of its kind, with 90 exhibits occupying over 120 booths.

Stellings Underlines Need for More Product

Special to THE DAILY

CHICAGO, Nov. 9. — Ernest G. Stellings, TOA board chairman, reporting to the annual convention today, said that of exhibition's problems "uppermost is somehow getting more product for our screens. Your directors and executive committeemen recognize that hard-sell showmanship is vital to the successful selling of what films we do have."

Stellings also hailed what he called a "new spirit of cooperation and inter-dependence established with the film companies."

Elect Pickus

(*Continued from page* 1)

theatre, the Stratford in his Connecticut community. He is the first single theatre owner to head TOA.

Spence Leve of Los Angeles, Calif.; John Stembler of Atlanta, Ga.; John H. Rowley of Dallas, Texas; and Sumner Redstone of Boston, are the new assistants to the president.

Livingston, Fabian Reelected

Robert Livingston was reelected secretary and S. H. Fabian, treasurer Sam Pinanski continues as honorary board chairman; Herman Levy as general counsel, and Joseph Alterman as assistant secretary.

New vice-presidents are: M. A. Lightman, Jr., of Memphis; Edward Fabian of New York; Richard Orear of Kansas City; Kenneth Anderson of Lincoln, Neb.; Donald Schine of Gloversville, N.Y.; and Nathan Greer of Santa Fe, N.M.

Named to Executive Committee

New members of the executive committee are: Morton Thalhimer of Richmond, Va.; (he joins his father on the same committee); Issy Rappaport of Baltimore; Louis Finsky of Jacksonville; A. L. Royal of Meridan, Miss.; Dwight L. Spracher of Seattle; Kermit Carr of New Orleans; John Broumas of Baltimore; Sam Irvin of Asheville, N.C.; Larry Starsmore of Colorado Springs, Col.; Ed Kidwell of Roswell, N.M.; and B.B. Garner of Lakeland, Fla.

Jameyson Certain Of Industry Future

Special to THE DAILY

CHICAGO, Nov. 9. — Great confidence in the future of the motion picture industry was expressed here today by Howard E. Jameyson, chairman of the board of Commonwealth Theatres and founder and chairman of Motion Picture Investors, Inc. He was the principal speaker at the opening day luncheon of the Theatre Owners of America convention.

Calling upon all exhibitors to share his confidence in the future, Jameyson pointed to signs that the motion picture business should soon get over its slump. He cited "the greatest population explosion in the nation's history; greater amount of leisure time than it has today."

Jameyson traced the history of the development of the Jameyson plan which became the Motion Picture Investors, Inc. He recited the long legal struggle to get government approval of a mutual fund which expressly seeks a voice and influence in the policies of the companies in which it invests.

He made it clear that the MPI plans to encourage the production of more product and to support film company managements by all available means, including engaging in proxy fights on their behalf. "I think MPI is not to be viewed as another weapon to be used in the internecine war that has plagued this industry for years. It should be a tool, a tool to furnish unity in our industry."

Pickus, New President Stresses Product Need

Special to THE DAILY

CHICAGO, Nov. 9. — Albert M. Pickus, new president of TOA, will work for "a strong organization, better public relations, to regain the lost audience, bring more playable product into the marketplace and to continue the economic fight against competitors for the amusement dollar."

Introduced to the convention delegates by Sam Pinanski, chairman of the nominating committee, Pickus enlarged on the need for more product. He pledged himself to work to get more from existing sources and also "from the former affiliated circuits who have the ability, the need and the means of producing and distributing motion pictures."

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Photographic materials of extraordinary quality for over half a century
Sales Offices and Warehouses at
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Complete Line of Professional Cine Films

U.K. Film Bill

(*Continued from page* 1)

tion of the quota, was last night given an unopposed second reading in the House of Commons. The committee stage of the bill is expected to be taken early next month. The bill will then go to the House of Lords and complete its passage through Parliament by next March.

At the second reading of the bill, Reginald Maudling, president of the Board of Trade, said that despite severe competition, the British film industry is holding its own "surprisingly well." He acknowledged that the industry had been going through extremely difficult times and the attendance figures were still tending downwards. He also praised its efforts to extend its export sales.

Eight-Year Decrease Cited

"Between 1950 and last year," said Maulding, "the gross rentals of foreign films fell by 25 per cent but the gross rentals of British-made films had increased by that amount. The industry was earning overseas currency at the rate of £5 million a year."

Replying to the debate, Rodgers, parliamentary secretary, Board of Trade, said that about 900 cinemas were expected to gain exemption from the quota system through alterations in the bill. There was no real support for abolition of the quota.

Enactment of the bill, he continued, would leave the film industry subject to three different Acts. This was confusing, and the Government intended shortly after the passage of the bill to introduce a consolidating measure.

Qualified Approval

Earlier the British Film Producers Association announced its approval of the provisions in the bill for co-productions to count as quota but expressed dissatisfaction at a number of other points.

These include: reduction of the quota term to seven years against its former ten; omission of a requirement that a quota production must carry a credit stating "This is a British Film"; continuation of protection to a "tiny minority" of exhibitor defaulters; rejection of recommendations that the size of the Film Council should be increased by inclusion of two more producers; failure of the Board of Trade to restrict the levy entitlement to films of which all the studio work is done in the United Kingdom.

One Must Be British

The BFPA was also anxious to learn the position of a film in which one man acted as producer-director. The new bill stipulates that either the producer or the director must be British.

This new clause in the bill is seen here as a tightening-up of the quota requirements, aimed particularly at Anglo-American co-productions.

The Federation of British Film Makers has strongly criticized this clause which "would have the effect of turning away from British studios some valuable and important films."

"The number of films affected is not large, but in the past they have included some of the best products of the industry. It seems unreasonable that drastic action should be proposed when only so few films are involved, particularly when there are already in existence agreements concerning foreign producers and directors," said the Federation.

Wants Features Favored

Inclusion of newsreels for quota and levy benefits was also condemned by the Federation. The main purpose of the levy, it is stated, is to help feature film production and a very strong case is needed before any of the limited funds are siphoned off for other purposes. Newsreels have not established any case for special consideration, said the Federation.

Army Agrees to Limit 'A' Picture Bookings to Lessen Competition

Special to THE DAILY

CHICAGO, Nov. 9.—A formula to lessen competition between Army post theatres and local houses where "A" pictures are concerned has been reached and is an auspicious start toward alleviating this problem, George Kerasotes, TOA president, told the convention in his annual report today. Under the formula, the Army and Air Force Motion Picture Service after January 1 will change its booking pattern so that "A" pictures will play military theatres after commercial theatres, provided the film can be furnished to the military within 35 days after its exchange area release date. "B" pictures will continue to be served pre-release to military theatres. The classification of what is an "A" picture will be determined solely by the distributor, not by exhibitors or the military.

"Although this plan is not an overnight solution," Kerasotes said, "and although it will, by the 35-day limit, exclude many theatres from relief, it is a start. It is an extremely difficult problem to set up a national policy . . . but we are grateful for the willingness of the Armed Forces to work with us."

Detailed solution of the problem will take more time, study and patience, the TOA president concluded.

TOA Subscribes for M. P. Investors Stock

Special to THE DAILY

CHICAGO, Nov. 9.—Theatre Owners of America, who earlier this year purchased stock in all major film companies as an indication of its faith in the future of the industry, disclosed here today that it has also purchased stock in Motion Picture Investors, Inc.

Vote Is Unanimous

The board of directors and executive committee of TOA, meeting jointly in conjunction with the annual convention at the Hotel Sherman here, voted unanimously to buy a sizeable block of stock in MPI, the mutual fund organized by exhibitors to assist the film companies in matters benefiting the industry and to give exhibition a voice in the film companies.

While TOA declined to divulge the amount of the purchase, it was in a sufficient amount to indicate to MPI that TOA as an organization was in accord with the principles of MPI and through the stock purchase demonstrated its support of the mutual fund, according to George Kerasotes, president.

Stock Purchasing Urged

TOA also recommended to its members and to all exhibition, that all companies and individuals who can afford to buy MPI stock do so.

RKO Theatres' Bulletin On Promotional Ideas

Promotional ideas presented at a recent meeting of managers of RKO Theatres in the New York and New Jersey areas have been published in a special brochure by the circuit and sent out to its staff all over the U.S. Notes were taken at the meeting by Blanche Livingston and the best of the publicity suggestions incorporated into the brochure, Harry Mandel, RKO vice-president in charge of theatre operations, states in a preface.

The brochure is entitled "217 Ideas on How to Sell" and contains specific campaigns for a large number of current pictures.

Manson Is Appointed Assistant to Goldberg

Arthur Manson has been appointed to the newly created post of assistant to Harry Goldberg, advertising and publicity director of Stanley Warner Corp. Manson has been in charge of advertising and publicity for Stanley Warner-Cinerama operation, which interest they recently sold to Cinerama, Inc.

Before joining Stanley Warner-Cinerama in 1953, Manson was advertising and publicity director for Metro-Goldwyn-Mayer Pictures of Canada, Ltd. Prior to this he served as publicity representative for United Artists, Stanley Kramer and Samuel Goldwyn. He started in the film industry as advance agent and company manager on the road showing of "Henry V."

Forms Vicom, Inc.

Fred E. Aufhauser, formerly president of the Projection Optics Company, Rochester, N. Y., has formed a new company, Vicom, Inc., with offices at 800 Linden Avenue, Rochester, specializing in motion picture equipment, magnetic film recording systems, audio-visual systems and optical projection systems, as manufacturers, distributors and industrial consultants.

RKO Meetin

(*Continued from page* 1)

Theatres, will make the opening a dress of the meeting which will presided over by Mandel. Matty lon, chief film buyer for the circu will follow with a talk on future bo ings.

Other speakers will include I Koken, concessions, division ma agers, Jay Golden of Boston, I well, Providence, Rochester, Sy cuse, Washington, D.C., and Gra Rapids; Harry Weiss of Cedar Rapi Champaign, Davenport, Denver, D Moines, Kansas City, Marshalltow Minneapolis, New Orleans and Paul; M. A. Anderson of Los Ange and San Francisco; and Joseph Al ander of Cincinnati, Columbus a Dayton.

Alexander to Be Host

Also from the home office will Tom Crehan, assistant to Mandel, a Blanche Livingston in charge of o of-town publicity. Alexander will a play host to the gathering.

At a special luncheon on Thursda guests will include, Mayor Dona Clancy of Cincinnati, Roger Ferg publisher of the *Cincinnati Inquire* E. B. Radcliffe, movie editor, A Darack, movie critic and Stanley Fe ger, advertising manager; also Di Thornberg, publisher of the *Cincinn Post-Times-Star* and members of h staff including Dale Stevens, mov critic, and William Savage, adverti ing manager.

Exchange Managers Invited

Branch exchange managers for t Cincinnati area have also been invite to the luncheon. They are Russe Gaus of Metro-Goldwyn-Mayer, Do ald Hicks of Paramount, Frank Schre ber of Universal-International, Jam Abrose of Warner Brothers, Phil Fe of Columbus, Weldon Waters of 20 Century-Fox, Jack Finberg of Unite Artists, William Brower of Buen Vista, Milton Gurian of Allied Artist and Edward Salzberg of Screen Cla sics.

The RKO Theatre managers attend ing the meeting and the luncheon wi be Ben Domingo of Boston, Sa Torgan of Lowell, Philip Nemirow Providence, Frank Lindkamp of Roc ester, Sol Sorkin of Syracuse, Jerom Baker of Washington, D.C., Dav Levin and John Otterbacher of Gran Rapids.

From All Sections of State

J. Elwood Jones, Robert Mills an Florance Kipp of Cincinnati, Edwar McGlone and Robert Gates of Colum bus, Ansel Winston, Jack Houbler an Marjorie Terry of Dayton.

Leonard Wood of Cedar Rapids Grant Martin and James Flavin o Champaign, Milton Troehler of Dav enport, William Hastings of Denver Clarence McFarling of Des Moines Matt Plunkett of Kansas City, Harry Dearmin of Marshalltown, Rober Whelan and Russell Beach of Minne apolis, Asa Booksh of New Orleans George Stephens of St. Paul, and Mark Alling of San Francisco.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 92 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 11, 1959 TEN CENTS

To Expedite

Pa. Censor Law Attacked in Theatres' Suit

Expect Enforcement Delay Pending Court Decision

Special to THE DAILY

HARRISBURG, Nov. 10—An action designed to test the constitutionality of Pennsylvania's new film censorship law has been filed in Dauphin County Common Pleas Court here by William Goldman Theatres of Philadelphia and the Pennsylvania Assn. of Amusement Industries.

Defendants named in the action are

(*Continued on page 3*)

Rifkind, Grant Named to Loew's Theatres Board

The Hon. Simon H. Rifkind and Arnold M. Grant have been elected to the board of directors of Loew's Theatres, it was announced yesterday by Eugene Picker, president.

Judge Rifkind is a member of the

(*Continued on page 7*)

Mayfair's Renaming Will Honor DeMille

The Mayfair theatre here will be renamed the DeMille theatre in honor of the late Cecil B. DeMille at dedication ceremonies scheduled to be held Dec. 2, on the occasion of the world premiere of the "all-scent" film, "Behind the Great Wall," in Aroma-Rama, it was announced yesterday by Walter Reade, Jr., whose company recently acquired a long-term lease on the theatre.

Mrs. Joseph Harper, daughter of DeMille, has endorsed the renaming of the theatre in honor of her father.

TOA Convention Discusses

Showmanship Seen from 3 Angles: Community, Exhibitor and Producer

(Pictures on page 6)

Special to THE DAILY

CHICAGO, Nov. 10.—Showmanship from the point of view of the community, the exhibitor and the producer was the topic of "the show of showmen" session today of the Theatre Owners of America convention presided over by Robert W. Selig, Denver. Principal speaker of the meeting was Max Youngstein (see separate story.)

Joseph E. Levine, president of Embassy Pictures, recounted some experiences in merchandising "Her-

(*Continued on page 6*)

Universal Ad-Pub Heads Promoted

Charles F. Simonelli, Eastern advertising and publicity department manager for Universal Pictures since 1951, has been appointed assistant to the president, effective immediately, it was announced yesterday by Milton R. Rackmil, president.



Charles Simonelli

At the same time a series of executive changes in the Eastern advertising and publicity department were announced by David A. Lipton, Universal vice-president.

Philip Gerard, Eastern publicity

(*Continued on page 2*)

Five-Man Team Acquires Hal Roach Distributing

By RICHARD GERTNER

A five-man management team has acquired all stock in the Hal Roach Distribution Corp. from the Scranton Corp., its parent company, and has renamed the organization Valiant

(*Continued on page 6*)

Hope Film Pact to Aid Soviet-U.S. Relations

By J. A. OTTEN

WASHINGTON, Nov. 10.—Top industry and government officials expressed the hope that the Soviet and American film premieres were the

(*Continued on page 7*)

Acceptability Standards for Film Ads Set Up for Salt Lake Papers

Special to THE DAILY

SALT LAKE CITY, Nov. 10.—Strict standards for acceptable motion picture and theatre advertising in this city's newspapers are proposed by the Newspaper Agency Corp., an agency set up by the *Deseret News* and *Salt Lake Tribune* several years ago to handle all advertising matters for the two separately owned morning and afternoon papers.

It is learned that copies of the advertising acceptability standards were sent to Salt Lake City theatres last weekend. Newspaper sources said that the action was taken following receipt of "quite a few" complaints from outlying communities that some instances of recent film advertising were deemed "lewd and lascivious."

Although this city is headquarters

(*Continued on page 2*)

At TOA Meeting

MPA Leaders Are Attacked By Youngstein

Hits Exhibitors Seeking 'Only Their Own Interests'

By MARTIN QUIGLEY, JR.

CHICAGO, Nov. 10. — The "show of showmen" session at Theatre Owners of America's convention here today was used by Max E. Youngstein, United Artists vice-president, for his sharpest public attack on the leadership of the Motion Picture Association and for frank words to exhibitors who expect actors, producers and distributors all to be "statesmen"



Max Youngstein

(*Continued on page 7*)

Jersey Allied Action on Conciliation Unsettled

A wide variety of reports on experiences of members of Allied Theatre Owners of New Jersey with conciliation complaints were received at a membership meeting of the organization here yesterday, but Sidney

(*Continued on page 7*)

Cantor Confirms Move To Acquire Desilu Stock

From THE DAILY Bureau

LOS ANGELES, Nov. 10. — Confirmation of reports that National Theatres and Television, Inc., has engaged in negotiations having for

(*Continued on page 3*)

ADVERTISED IN THE DECEMBER ISSUE OF Redbook The Magazine for Young Adults 7,500,000 PRIMARY READERS

20th Century-Fox presents GREGORY PECK DEBORAH KERR

JERRY WALD'S PRODUCTION OF BELOVED INFIDEL

CINEMASCOPE • COLOR by DE LUXE • Stereophonic Sound

PERSONAL MENTION

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, is in Philadelphia today from New York.

•

KING VIDOR, director of "Solomon and Sheba" will arrive in New York today from Chicago.

•

MICHAEL TODD, Jr., has left New York for Los Angeles.

•

OTTO PREMINGER left last night via B.O.A.C. for London.

•

MED MANDOUR, producer of "The Magic of Sinbad," has arrived in New York from the Coast.

•

ABE KRAMER, official of Associated Theatres, Cleveland, is vacationing at Hot Springs, Ark.

•

KEVIN MCCLORY, British producer-director, has arrived in New York from London.

•

MRS. JOHN DIBENEDETTO, wife of the manager of Loew's Poli Theatre, Worcester, Mass., has given birth to their first child, JOHN, Jr.

•

H. D. CENTRY, owner of the Maloy Drive-in Theatre, Jefferson City, Tenn., has returned there from Boston.

•

WILFRED HYDE-WHITE, British actor, arrived here yesterday from London via B.O.A.C.

C. Bundschuh, 75

BUFFALO, Nov. 10. — Charles Bundschuh, 75, motion picture projectionist here for 49 years, died last Sunday in Sisters Hospital after a short illness. Bundschuh, who began his operating career at the Lily theatre, one of the first community houses in the city, later worked at Shea's Kensington and Loew's State, which preceded the Century, where he had worked for the past 15 years.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

'U' Officials

(*Continued from page* 1)

manager since 1950, has been appointed Eastern advertising and publicity director to succeed Simonelli.

Jeff Livingston, Eastern Advertising Manager since 1951, has been appointed to the newly-created post of executive coordinator of sales and



Jeff Livingston



Philip Gerard

advertising. His initial assignment is exclusively to the marketing of "Spartacus."

Herman Kass, Eastern exploitation manager since 1954, has been named executive in charge of national exploitation and will also be responsible for cooperative advertising.

Paul Kamey, assistant to the Eastern publicity manager since 1957, has been named Eastern publicity manager to succeed Cerard.

Jerome M. Evans has been named to the newly-created executive post of Eastern promotion manager.

Simonelli entered the motion picture industry in 1942 as an office boy in the Eastern advertising and publicity department of Universal and was promoted in successive steps to posts of Eastern exploitation manager; director of special events; executive in charge of national exploitation and finally Eastern advertising and publicity department manager.

Joined Company in 1948

Cerard joined Universal in 1948 and Livingston in 1947. Kass joined the company's advertising and publicity department in New York in 1944. Kamey has been associated with Universal for the past ten years. Evans has been with the company for the past 14 years handling commercial tie-ups, national promotions and television and radio promotional activities.

Remer Joins 20th-Fox

Jay Remer has joined the home office publicity department of 20th Century-Fox as staff writer, it was announced by Edward E. Sullivan, publicity director. Remer resigned his position as associate editor of the *Independent Film Journal* to accept the new post. He has also worked for Quigley Publications, RKO Pictures and Allied Artists prior to his new assignment.

Remodeled Stanley Theatre Is Reopened

Special to THE DAILY

PHILADELPHIA, Nov. 10. — The Stanley Theatre, newly remodeled by Stanley Warner Corp. at a cost of over $500,000, reopened its doors here tonight with Universal's "Pillow Talk" in a Hollywood-style premiere. Charlton Heston appeared on stage in a special stage program preceding showing of the film. Also on hand was the Temple University Concert Choir, which presented a brief concert. Modernization of the theatre has included new seating in lounge type chairs with wide aisles between rows. Featured in the interior decor are 4,000 yards of grey and gold damask made into a ballooned ceiling festooned drape. Stage setting includes a blue and gold traveler curtain. The theatre's lobby and foyer are decorated in rose and gold damask with walls composed of mosaic formica and wood-grain tile.

Also installed are new 70mm projection and sound systems.

Hift Joins Preminger As Executive Ass't.

Fred Hift has been appointed executive assistant and director of publicity for Otto Preminger, the producer announced yesterday. Hift will join the Preminger company on Nov. 30.

Hift, who for the past nine years has been on the editorial staff of *Variety,* will work in close association with Nat Rudich, Preminger's New York representative, who will continue with his executive and publicity duties.

Prior to *Variety,* Hift worked on *Motion Picture Herald* and several show business papers. Earlier still, he did newspaper work in Chicago and later joined the Columbia Broadcasting System short-wave section in New York. He worked for a year on the Broadcast desk of the *New York Times.*

Myer Beck Named P.R. On New Donen Picture

Myer P. Beck has been named producer's representative for Stanley Donen's forthcoming Columbia Pictures release, "Once More, With Feeling." Beck will serve as liaison between Columbia Pictures and Donen on the world-wide release of the production.

$18,000 to WAIF

A total of $18,000 was raised last night at the charity world premiere of United Artists' "Happy Anniversary" at the Victoria Theatre here. Beneficiary was the New York chapter of WAIF, adoptive division of International Social Service. The film begins a dual theatre engagement at the Victoria and Plaza theatres here today.

Ad Standard

(*Continued from page* 1)

for the Mormon Church, which ov the *Deseret News,* the criticism is identified with church organizatio but, rather, appears to be sponta ous.

Among the standards of accep bility propounded for films and th tres by the Newspaper Agency Co are that their contents not be in c flict with morally or socially acce able standards of the community; t they shall not employ illustrations figures in "compromising positio or in a state of dress or undr likely to be offensive to the lo public; that the use of alcoholic b erages, drugs or drug instruments be shown with actors in "compro ising positions," and that no "hi state of violence" be suggested ads.

'Double-Meaning' Barred

Also, that any illustration of act in immoral dress, action or behav which violates normal standards or likely to improperly influence vie ers, and copy having recognizab unsavory double-meaning are to rejected. Advertising also will be d clined for any picture which eith the *Deseret News* or the *Tribu* deems to be unfit for publication.

Already turned down by t *Tribune* was copy on "Love Is N Profession," starring Brigitte Bard

The Agency's action follows up publication in the *Deseret News* r cently of an editorial sharply critic of current film trends and the Com ad in *Editor & Publisher.* The ed torial called for a tightening of t industry's Production and Advertisi codes.

Magna Pays $300,000 Of Installment Debt

Magna Theatre Corporation, pr ducers and distributors of "Oklahom and "South Pacific," on Nov. 1 pr paid $300,000 against the company installment debt, A. E. Bollengie Magna's vice president and treasure announced yesterday.

Since this payment was not d until May 1, 1960, Bollengier sa Magna is now six months ahead of i timetable for repayment of its tot indebtedness. Funds utilized to mak the payment were realized from 195 profits, he added.

'Goliath' Premiere Set

HOLLYWOOD, Nov. 10. — "Go liath and the Barbarians," America International color spectacle, starrin Steve "Hercules" Reeves, will b given its world premiere Nov. 2 at the Roosevelt Theatre, Chicag The premiere engagement in Chicag will be its only run before gener release during the Christmas-Ne Year holiday period.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TENT TALK

Variety Club News

PHILADELPHIA—Martin B. Ellis, partner in the A. M. Ellis Theatres, has been elected chief barker of Tent No. 13 for the coming year. Other officers who will serve with him include: Lester Wurtele, Columbia branch manager, first assistant; William Madden, M-G-M branch manager, second assistant; Charles Zagrans, independent distributor, dough guy; and Samuel Alesker, executive at Berlo Vending Company, property master.

▽

ATLANTA—The women's committee of the local Variety Club sponsored a benefit card party to aid the Cerebral Palsy School. The event also included a county bazaar and a white elephant sale.

▽

BALTIMORE—Annual election of officers of Baltimore Variety Club will be held at a general meeting scheduled for Nov. 17 at the club headquarters. Plans are also being completed for the club's 21st annual dinner-dance to be held at the Sheraton Belvedere Nov. 28.

Prince Philip Praised At Variety Luncheon

From THE DAILY Bureau

LONDON, Nov. 10.—Prince Philip, Duke of Edinburgh, today was praised by British film comedian Kenneth More as an outstanding friend of show business.

More's remarks were addressed to the Prince, to Earl Mountbatten of Burma, and other members of the Variety Club of Great Britain at the chapter's 10th anniversary luncheon at the Savoy Hotel here.

C. J. Latta, who helped to organize the chapter in 1949, spoke of the club's philanthropical achievements and the manner in which it had raised 00,000 pounds ($1,120,000) since its inception.

Cantor Confirms

(*Continued from page* 1)

their purpose the acquisition of majority stock in Desilu Studios was issued today at Beverly Hills in a statement by B. Gerard Cantor, chairman of the board of directors of N. T. & T.

"It is true," said Cantor.

"That there have been discussions between NT&T and Desilu Studios with a view toward NT&T's acquiring a majority stock interest. It is also true that we are constantly searching out new opportunities to further increase the value of our corporate assets, typified, for example, by NT&T's recent acquisition of National Telefilm Associates, Inc. (NTA).

"Discussions with Desilu at this time are in the most preliminary stage, and we can make no further comment."

Theatres Hit Pa. Censor Law

(*Continued from page* 1)

the three recently appointed members of the review board, Peter T. Dana, former Universal Pictures district sales manager; Mrs. Mae M. Bergin, former secretary on Philadelphia's Film Row, and Ira C. Sassaman, of Hummelstown, Pa., a director of Christian Education for the Central Pennsylvania Synod of the United Lutheran Church.

The action is injunctive in nature and seeks to restrain the three review board members from exercising licensing and censorship powers pending determination of the constitutionality of the state law, which replaced one found to be unconstitutional earlier.

May Defer Enforcement

The action, filed by Harold Kohn, Philadelphia attorney for Goldman, will go through the regular court process, it was ascertained. Originally, Kohn and Pennsylvania's attorney general had agreed to request the chief justice of the state supreme court to accept immediate jurisdiction in order to obtain a prompt ruling on the constitutionality of the law. However, there are indications now that the state will make no attempt to enforce the law pending the outcome of a court test, since it is not believed to be disposed to set up offices, pay salaries and go to other expense for the new review board before its legality and its constitutionality has been determined.

Indications are that the same arrangement may be suggested to distributors who also have retained counsel and are prepared to bring an action as soon as the appointments of the review board members have been confirmed by the state senate. To expedite a decision it might be suggested to distributors that they proceed with their action at once, with the assurance that the presently non-official status of the board members would not be employed as an answer to their complaint.

The exhibitor action charges among other things that the new censorship law sets up a registration system for persons engaged in the motion picture business which is tantamount to the exercise of prior restraint already held to be unconstitutional by the U.S. Supreme Court; that it permits the banning of films without a hearing and without proper judicial safeguards; that it empowers the board to censor motion pictures by requiring a single view or frame to be withdrawn, which conflicts, it charges, with the rule that a picture must be considered in its entirety to determine whether the dominant theme is obscene.

'Chatterley' Case Cited

The suit also charges that the law is unconstitutional because it permits the board to disapprove a picture for persons under 17 on the ground that the film portrays as acceptable conduct deemed to be objectionable and which is defined in language that has been declared, almost word for word, as unconstitutional by the U.S. Supreme Court in the "Lady Chatterley's Lover" case.

The complaint also charges that the law is discriminatory because it does not apply to all, but excludes fraternal and other organizations.

An early hearing is expected to be set in Common Pleas court.

Agree to Dismissal of 800 Corporation Suit

Special to THE DAILY

WILMINGTON, Del., Nov. 10.—Chief Judge Caleb M. Wright today granted a federal district court motion by 800 Corporation of Scranton, Pa., to dismiss the suit it had brought in behalf of itself and other stockholders of Theatre Proceeds Corp., formerly Consolidated Amusement Co., Ltd., a Hawaiian corporation, against Hailand Development Corp., a Delaware corporation, and Theatre Proceeds.

No objectors to the dismissal appeared at the hearing this morning.

Mrs. Lee Newbury

Funeral services will be held in Asbury Park tomorrow for Mrs. Lee Newbury, wife of the New Jersey theatre operator and former president of Allied Theatre Owners of New Jersey. Mrs. Newbury died yesterday.

Catalano Promoted

Clare J. Catalano, formerly a story and editing department director, has been appointed production supervisor of all Trans-Lux film enterprises, Richard P. Brandt, Trans-Lux president, announced yesterday.

Sue to Reverse Kansas Censor Board on 'Lover'

Special to THE DAILY

KANSAS CITY, Mo., Nov. 10.—A suit seeking to compel the state board of review to approve the showing of "Lady Chatterley's Lover" in Kansas was filed yesterday in the Wyandotte County district court.

In the action taken by Kingsley International Pictures, Inc., New York, the allegation is listed that the censor board is wrong in its classification of the film and a plea is made that the state agency be overruled. The board rejected the film Oct. 13.

Conciliation Is Favored By Maryland Allied

Special to THE DAILY

BALTIMORE, Nov. 10.—The Allied Motion Picture Theatre Owners of Maryland today reported that to a man they favor conciliation as advised by ACE and MPAA, according to Mack L. Whittle, secretary of the Maryland organization.

Members have received an outline of pertinent data, and have been advised to take advantage of the procedure.

PEOPLE

Mrs. Virginia O'Connell, owner of the Loop Theatre, Toledo, O., has accepted a memorial plaque honoring her late husband, Jack O'Connell at a memorial dinner held by the Sepia City Organization, consisting of all the Negro mayors in the U.S. O'Connell was honored for his many years of cooperation with the local unit.

□

Elmer Wilson, who has been a member of the resident staff of the Manchester Drive-in Theatre, Bolton Notch, Conn., has been named manager of the house, succeeding James Tsuffis, who has resumed his studies at the University of Connecticut.

□

Myrtice Swearington, one of the pioneer women in the theatre managerial field of the South, has been named manager of the Joy Theatre, New Orleans, a unit of the Delta circuit. Amos T. Lee will continue as assistant manager.

Promises Conn. Board To Show Quality Films

Special to THE DAILY

BERLIN, Conn., Nov. 10. — Atty. George LeWitt, president, Lakeside Realty Corporation, owners and operators of the Berlin Drive-In Theatre, has assured the town's board of selectmen that he and his son, Brooks, intend to book only the best available type of screen entertainment. He spoke at a board meeting following board receipt of signed petitions from townspeople protesting the quality of films screened at the Berlin.

He contended that the same motion pictures have been shown in many Connecticut theatres as well as across the U.S. without protest. It is up to the parents, LeWitt asserted, to know where their youngsters are at night.

Heath Prods. Slates 3 In Next 12 Months

From THE DAILY Bureau

HOLLYWOOD, Nov. 10.—Richard Widmark has announced the 1960 program of his Heath Productions Co., with three films scheduled to go before cameras during the next 12 months.

First to be produced, "The Secret Ways," will be for Universal release. Production will be followed by "The Wounds of Hunger," with Widmark producing and directing, but not starring. Filming will be entirely in Mexico.

Final project for the year will be "The Seventh File," for United Artists release, to be filmed in New York.

Widmark is currently in Texas co-starring in Batjac's "The Alamo."

SPANNING THE SCREEN



BIG

AS THE GRAND CANYON IT WAS FILMED IN... "MAKING GOOD USE OF ONE OF THE WORLD'S LARGEST SOUND STAGES!"

Motion Picture Herald

"Adventure Drama Reminiscent of Alfred Hitchcock!"

Film Daily

"Slickly Produced... Should Return An Ample Profit!"

Daily Variety

TH MILE-HIGH SUSPENSE!

CORNEL WILDE
VICTORIA SHAW
MICKEY SHAUGHNESSY

EDGE OF ETERNITY



EDGE OF SEAT EXCITEMENT from Columbia!

DGAR BUCHANAN • RIAN GARRICK Screenplay by KNUT SWENSON,
CHARD COLLINS • Story by BEN MARKSON, KNUT SWENSON
roduced by KENDRICK SWEET • Directed by DONALD SIEGEL CINEMASCOPE
A THUNDERBIRD PRODUCTION EASTMAN COLOR

Hal Roach Buy

(*Continued from page* 1)

Films Corp. Details of the take-over and release dates for four new pictures were announced at a press conference here yesterday.

Management of Valiant consists of Fred J. Schwartz, president; Arthur Sachson, vice-president and general sales manager; Herbert Gelbspan, vice-president; Mitchell Klupt, vice-president and treasurer; and Herbert Schrank, secretary. These men held the same positions when the company, formerly known as Distributors Corp. of America, was acquired by Hal Roach Studios last January and Hal Roach Jr. named chairman of the board.

Lewis, Galfunt to Aid

The five-man Valiant team will also be joined by Phillip S. Lewis and Max H. Galfunt as directors. Lewis is an independent film distributor and Galfunt an attorney with a background in the motion picture industry.

At the press conference, which was also attended by Sachson and Gelbspan, Schwartz explained that the distribution company had been severely handicapped in its operations when Scranton went into court receivership following the filing of charges of violations of Securities and Exchange Commission regulations against A. L. Guterma, former head of F. L. Jacobs Co. Jacobs is the parent company of Scranton.

Negotiations were begun with Scranton trustees to acquire the Hal Roach Distribution stock five months ago, Schwartz said, with delays occasioned by the necessity for the trustees to secure court approval of any action. In that five-month period Scranton was not able to provide working capital for the distributing company to acquire product and it was forced to sustain itself on only one major release, "Tamango."

Acquires Four New Films

In addition to an undisclosed sum paid to Scranton for the Roach stock, the Valiant management has acquired the four new pictures, committed some $500,000 more for product, and invested $250,000 in operating capital.

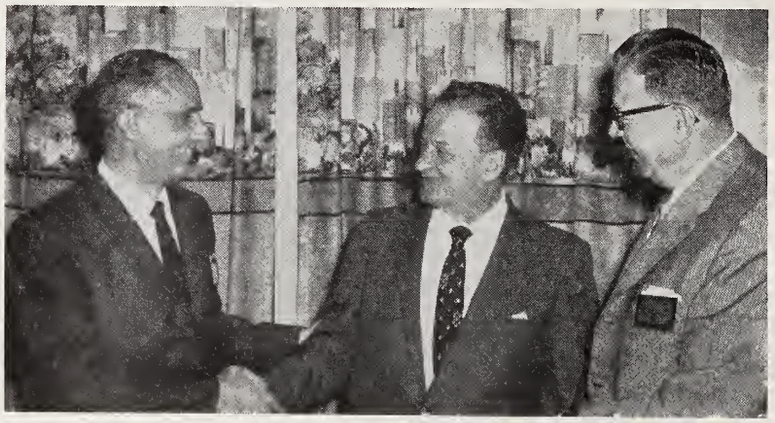
Further contributing to the company's optimistic outlook, Sachson said, is the box office performance of "Tamango." The film is expected to hit a domestic gross of $1,500,000.

First of the new pictures will be a "shock" package, consisting of "Terror Is a Man" and "The Scavengers." These are now being readied for December release. Set for February is "The Sword and the Cross," an Italian spectacle in CinemaScope and color, which has been dubbed into English.

The fourth film is "The Mask," which is to be made in a new process described as achieving a "3-D" effect with the use of only one projector, although requiring the audience to wear special glasses. A patent is now being sought for the process, and Sachson would not go into further detail beyond stating that it involves a new printing technique and the special glasses are not polaroid but tinted. The process is called "Multi-Dimensional."

Valiant expects to handle at least six or eight top pictures a year and is also in the market for "art" films of exceptional merit. The company will retain the entire staff of the home office and nine branchs of the Hal Roach Distribution Corp., and all these will keep their present locations.

Experienced Purchasing Agent. Many years with the same firm. Purchased for and supplied 31 Branch Offices and Home Office of large motion picture company. Live wire, resourceful, congenial. Will consider being an assistant. AA1 references. **Box 111, Motion Picture Daily, 1270 6th Ave., N. Y. 20.**





George Kerasotes, retiring president and new chairman of the board, above, congratulates Albert M. Pickus, newly elected president. Roy Cooper, new chairman of the executive committee looks on. At right, S. H. Fabian and Sam Pinanski at the first session of the convention.

Showmanship

(*Continued from page* 1)

cules": "I was shocked to find some exhibitors who said they did not need trailers. I know of no better way to sell a picture." Levine noted that he gives special attention to the trailers prepared for theatres and for television.

Some exhibitors also asked, Levine said, why does he have lunches and other promotions and advertising to sell exhibitors and not use that money to sell the public? Levine said, "in order for us to launch a picture our first premise is that we must sell it to the exhibitor. If exhibitors are not sold it makes it doubly difficult to sell the public."

For his next release, "Jack the Ripper," Levine promised, "as great a campaign as ever put on for any picture in this business."

Mrs. Twyman Heard

Margaret G. Twyman, director of community relations of the Motion Picture Association, emphasized the importance to exhibitors of knowing their patrons and working with their organizations, particularly women's clubs. Over 30,000,000 women in America belong to more than 50,000 clubs, she pointed out, and they not only account for between 60% and 85% of the nation's 275 billion dollar annual consumer spending but they also influence public opinion.

Women's organizations, Mrs. Twyman noted, constitute a ready-made communications network through which the showman can make friends and promote the product you are trying to sell, directly and indirectly. She suggested specific methods by which this could be accomplished and warned, too, that women are easily offended by bad taste in advertising and promotion, said they expect the theatre owner to provide suitable children's films at times when children are most likely to attend the theatre; they like honesty in advertising, are conscious of admission prices and are hyper-sensitive to cleanliness and comfort within the theatre.

Pledges Help to Exhibitors

Mrs. Twyman enumerated ways of establishing contact with community organizations and of cooperating with them and said her MPAA department will help exhibitors in this area if called upon to do so.

Conditions in the industry which have produced problems of special concern to small theatres, small towns and small circuits were exclusively the subject of a "Let's Talk" session following today's breakfast meeting of the convention. Restricted to exhibitors in those areas of the business, the discussion was led by a panel consisting of John Broumas, Robert Hosse, Ernest Stellings and E. B. Cook, with Richard H. Orear as moderator.

Meet with Burton Robbins

Another specialized meeting today dealt with methods of assuring a prompt supply of accessories, not only on new product but also on reissues. At this meeting a small group of exhibitors met with Burton Robbins, vice-president of National Screen service.

The final section of the morning session was devoted to "exhibitors' work" with M. B. Smith, vice-president in charge of advertising for Commonwealth Theatres, as chairman. Smith called for more recognition of the importance of the small theatres.

Tape Recordings Used

After a large map of the United States was unveiled behind the speaker, Smith presented ten showmen from as many parts of the country who spoke via tape recording. Each discussed a particular phase of local showmanship.

Exhibitors featured by the recordings were: Dick Connolly, Billings, Mo., who outlined details of a cash drawing; Wally Kemp, Grand Island, Neb.; Harry Unterfort, Syracuse; B. Jones, Hartsville, S. C., on using old releases to make up special double bills; Dick Cohn, Claremont, Calif. on an art theatre policy; Mel Meighans, Bremerton, Wash., on staging a premiere without Hollywood stars; Harry Greene, Welworth Theatres, Minneapolis, on the growing problem of newspaper censoring of ads in his area; Jody Weist, Alamogordo, N. M. on appealing to teenagers; John Balmer, Walter Read theatres, New Jersey, on patron services and Walter Tremor, Jacksonville, Fla. on area and regional merchandising.

Bill Veeck a Guest

Bill Veeck, president of the Chicago White Sox, American League champions, known throughout the baseball world for his own brand of showmanship, told a luncheon gathering attended by over 400 persons that baseball's problems are no different from those of motion picture theatres. The luncheon was a combined TOA-National Association of Concessionaires affair with David Wallerstein, Balaban & Katz president, as toastmaster.

The afternoon saw visits to the trade show continued, and a special screening of "Porgy and Bess" at the Vickers Theatre, Samuel Goldwyn and Columbia Pictures the hosts. In the evening United Artists was host at a cocktail party.

Anti-Trust Decree Hit As Showmanship Deterrent

Special to THE DAILY

CHICAGO, Nov. 10. — The industry anti-trust decree was denounced at the convention of Theatre Owners of America today by Max E. Youngstein, United Artists vice-president. He called it "one of the greatest deterrents to showmanship and to the battle of survival of the business."

"We don't know who our customers is and you do not know your source of supply," he said. "We can't make a trailer announcing a season's program; we can't even supply you with posters on the next 15 or 20 pictures."

Youngstein

(*Continued from page* 1)

le they seek only their own in-sts.

You can clean up problems in industry by having a decent Mo-Picture Association. Nothing be accomplished as long as we e the leadership we now have. ey don't know what the hell the tion picture industry is all about, l they are using their positions y as stepping stones to something e. No organization will serve its pose whose main objective in life to sustain itself," Youngstein said.

Calls It 'Ineffective Group'

Further on industry organization ungstein remarked, "until such a ie as there is an organization in s business that really encompasses branches—once 1 thought COMPO uld be it—don't even talk about a n industry. It's an ineffective up of men and women groping wards an objective they will never ain." The speaker suggested that e industry had the talent within it have the organization he con-mplated.

On merchandising Youngstein said, don't believe in the soft sell. That as thought up by people who do not ow how to sell hard." Success in m merchandising requires "guts, agination, manpower and money," asserted, citing the work of Joseph evine. He noted that Levine knowledged that he had received financial help whatsoever from ex-bitors in selling "Hercules," hailed Youngstein as "one of the most agnificient jobs of selling in the istory of the industry."

Sees Big Pay a Necessity

Showmanship must begin in pro-uction, at the first stages of creative lanning, the UA executive said. Cit-ng big salaries and percentages paid leading stars, he commented, there would be even less pictures we did not meet these demands and here would be even more theatres losing. We continue to make as many pictures as possible even though he economics may be out of kilter."

"Only a dozen stars—no more than hat—can carry their weight at the ox office and these get $750,000, even a million dollars. Ten per cent f the gross. Don't blame 'em. They are taking what the traffic will bear. You want them to be statesmen? They're actors. We must pay their price to compete."

Exhibitors always ask "who's in it?" if a picture is made with un-known or lesser names, and this is done, Youngstein said, to try to get a better film deal.

'Don't Just Talk About Ads'

On advertising Youngstein said: "don't just talk about ads. And say the appeal is all wrong. No head of an advertising department is ever satisfied with any ad that is turned out. If you have specific criticism, let 'em have it. The advertising department should not be the convenient whipping boy when business is bad." Turning to orderly release, he said "I am sick and tired of appeals for orderly distribution. You can not have orderly distribution without orderly exhibition."

Commenting on TV sales Youngstein denounced "high pitched and hypocritical" cries from exhibitors, remarking that some of the important exhibitors own television stations. "Every single dime of the pre-1948 sales has been put back by UA into theatrical motion pictures. TV sales do serve a purpose. If we don't supply them, someone else will. At least you get the benefit of the theatrical release of the picture."

Ending on an optimistic note Youngstein said UA was betting $12,000,000 on product for the next three years and predicted better pictures than ever before. At the conclusion of the talk the huge "Solomon and Sheba" painting was uncovered at the rear of the meeting room and applauded as spectacular showmanship.

500 Theatres Receive Technical Advice In Program of Projection Council TOA

Special to THE DAILY

CHICAGO, Nov. 10.—Nearly 500 theatres have asked for and received free technical inspection and advice under the program of the Council for the Improvement of Theatres and Motion Picture Projection since it was organized in April, George Kerasotes, outgoing president of Theatre Owners of America, states in a "progress report" on the Council. The report, released here today, is scheduled to be presented to the convention tomorrow.

The Council was formed by nine member organizations with TOA agreeing to administer its program, mailing questionnaires to more than 1,500 exhibitors representing upwards of 5,000 theatres. Since then technical inspections have been requested in writing by 100 exhibitors in 27 states.

To date the requests for service have been mailed to 32 different equipment dealer offices, in most cases the calls requiring services of a field man from RCA, Altec, Lorraine or National Carbon, which are members of the Council. These companies report their service men encountered "a new appreciation and awareness of technical service in their routine theatre calls," Kerasotes states.

Trade Papers Praised

The report also commends the trade papers for publicity given the Council program and pays tribute to Altec, RCA, Lorraine, and National Theatre Supply for their "extraordinary cooperation."

Summing up, Kerasotes says: "An effective start has been made in the Council's avowed aim of helping theatres to help themselves by getting the best possible performance out of their projection, sound, and other physical plant equipment. Of the nation's approximately 16,000 theatres, penetration has reached no less than 20 per cent and possibly 25 per cent; and an actual service, either specifically requested or awaited, has been rendered to approximately 12½ per cent of the nation's theatres."

For a future program the report makes these points: renewed momentum must be given the program so it can reach additional theatres; theatre owners must be acquainted with the better performance that can be obtained from new equipment; standardization of projection ratios must be encouraged; and technical research must develop a new projection system exclusively for theatres.

Manpower Problem Called 'Pressing' by Youngstein

Special to THE DAILY

CHICAGO, Nov. 10. — "In order to make even the present level of 250 pictures a year there is a pressing manpower problem," Max E. Youngstein, United Artists viee-president, said today in a speech before the Theatre Owners of America convention.

"We do not have less talent in this business than in other businesses," he said. "Some of the best manpower was let go during the past deeade for economic reasons. All these talented persons have gotten jobs in television, advertising agencies, or in industrial publicity."

Jersey Allied

(*Continued from page* 1)

Stern, president, said the organization's stand on conciliation has to be deferred again because of the unfinished status of some cases. These are cases awaiting an initial or appeal decision, he said.

New Jersey Allied's policy still is "to give conciliation every chance it needs," Stern said. If it is unable to arrive at a definite position by the time of the national Allied States convention in Miami Beach next month, it will report the members' experiences as related at yesterday's meeting. Those experiences, it was said, are "not too promising" up to this point.

Beefsteak Dinner Dec. 17

New Jersey Allied will hold its annual beefsteak dinner, probably in Passaic, on Dec. 17, with all industry

A plan being developed by Stern for 13 weeks of stage acts for 26 participating theatres to help bolster sagging business was put before the members. If the required minimum theatres to form the circuit sign up, the plan would go into effect shortly after the first of the year.

Soviets, U. S.

(*Continued from page* 1)

forerunners of better understanding between the two countries in many other fields.

They spoke at the premiere here tonight of the Soviet film "The Cranes Are Flying." The American film, "Marty," was being given a special send-off in Moscow tonight, too.

Secretary Herter Present

Cabinet officials led by Secretary of State Herter, Supreme Court justices and other Government leaders, embassy officials, society figures and others turned out here for the black-tie opening of the Russian film. So great was the demand for tickets that the premiere had to be staged at two theatres—the Metropolitan and Dupont. Motion Picture Association president Eric Johnston was host for both theatres, and four top Soviet film stars were on hand for the occasion.

The film, being distributed by Warned Brothers, opens its regular commercial run at the Dupont tomorrow.

Johnston Enthusiastic

The film exchanges, Johnston told thet audienees, "could lead to something more, a new sort of ambassadorship between our two countries, an ambassadorship through which the image of men in one country ean be transmitted to the eyes of men in another."

"Films are a beginning," he continued, "but from this beginning I hope we will find increasing means to move our world off dead center in a time of danger."

U.S. Information Agency director George V. Allen conceded the film sales did not mean the end of the cold war, but showed that "we recognize by this film exchange that we are members of the same human race, the family of man." He termed the motion pictures the "artistie form whieh up to the present has reached the masses of the people most effectively."

Russian Offieial Speaks

Mikhail N. Smirnovsky, charge d'affaires at the Soviet embassy, also spoke and later hosted a reeeption for the four Soviet stars. The latter leave tomorrow afternoon for Hollywood.

Rifkind, Grant

(*Continued from page* 1)

law firm of Paul, Weiss, Rifkind, Wharton and Garrison, and is a former judge of the U.S. District Court for the Southern District of New York. He is a director of the Sterling National Bank and Trust Co., Revlon, Inc., Emerson Radio and Phonograph Corp., and is a member of the board of higher education of New York City, and of the Little Hoover Commisson.

Grant heads his own law firm here and is a partner in the Los Angeles law firm of Bautzer and Grant. He is also a director of the Hertz Corp., Empire State Building Corp., Kayser-Roth Corp., Grayston Stores Corp., and of Webb and Knapp, Ine. Grant is a member of the mayor's planning commission and the consular corps of this city, and also serves on the board of visitors at Syracuse University.

"SOLOMON and SHEBA

FIRST WEEK SETS A NEW HOUSE RECORD!

World Premiere Engagement–Astoria Theatre, London

...and, says Variety:

"Looks good for a long, prosperous run!
World b.o. obviously big!"

EDWARD SMALL PRESENTS

YUL BRYNNER GINA LOLLOBRIGIDA

SOLOMON and SHEBA

A KING VIDOR PRODUCTION · co-starring GEORGE SANDERS · MARISA PAVAN · with DAVID FARRAR as "guest star"

Produced by TED RICHMOND · Directed by KING VIDOR · Screenplay by ANTHONY VEILLER, PAUL DUDLEY and GEORGE BRUCE

Story by CRANE WILBUR · TECHNICOLOR®

SUPER TECHNIRAMA 70

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 86, NO. 93 NEW YORK, U.S.A., THURSDAY, NOVEMBER 12, 1959 TEN CENTS

D. of J. Said Ready to Ease Divorcement, Bidding Edicts

Changes in Industry Permit Adjustment Says Bicks, Gov't Official, at TOA Meet; Clarifies Position of Anti-Trust Division

By MARTIN QUIGLEY, Jr.
(Pictures on page 6)

CHICAGO, Nov. 11.—The anti-trust division of the Department of Justice is now ready to consider approving theatre acquisitions, by divorced circuits which will result in "closed" towns.

The Government also now takes the position that there is no bar to "bona fide" adjustments in competitive bidding situations.

These significant changes in the attitude of the Department of Justice were made known to the delegates at the Theatre Owners of America convention here by Robert A. Bicks, acting Assistant Attorney General in charge of the anti-trust department. As the youthful Justice Department executive spoke effectively without notes or manuscript, more than 500 TOA members present listened carefully to get the shade of meaning of each word and sentence.

Discusses Unions, Mergers

Before taking up the motion picture industry issues Bicks explained the position of the anti-trust division on several problems now making headlines, including unions of the self-employed, labor racketeering and business mergers. His point was not merely to inform but to illustrate his opening remark: "There are wide

(*Continued on page 6*)

TOA Gets Pledges Of Coming Product

Special to THE DAILY

CHICAGO, Nov. 11.—The morning session of the convention of Theatre Owners of America today was devoted to "a word from distribution" with a quarter of an hour allocated to a spokesman for each of eight different

(*Continued on page 6*)

EDITORIAL

CRISIS IN CODE AFFAIRS

By Martin Quigley

THE Production Code Review Board, organized some two years ago, was called into session last week, for the first time, to deal with two pictures which had failed to receive the approval of the Production Code Administration.

The Review Board did not override the PCA and sustain the appeals from its decisions—at least, not technically. Eric Johnston, president of the MPAA and chairman of the Review Board, did well to make this fact plain in a press statement and thereby contradict various public and private assertions to the contrary.

Whether the actual procedures of the Review Board in dealing with the appeals will prove a help or a hindrance to the PCA in face of the increasing flood of highly objectionable material that is being presented to it remains to be seen. The PCA was under pressure, explicit or implied or both, to find solutions through negotiations, compromise and concession. That's what the Review Board wanted done. Solutions were found.

Negotiation, compromise and concessions are useful and worthy devices to reach understanding and agreement. These devices are especially appropriate in dealing with subject matter which involves wide divergences of opinion and affects substantial property interests. But these devices are susceptible of becoming dishonorable escapes when principle is at stake. In this case principle means what the Code provides.

The outcome of these two current appeals cases may, and it is to be hoped will, give encouragement and confidence to the members of the staff of the PCA. This is something that would indeed be helpful after the battering they have sustained in these recent years from various producers who have been relentless in their efforts to get over, under and around the provisions of the Code. On the other hand it may prove that the results of the first actions of the new Review Board will leave them bewildered as to whether the Code any longer is supposed to mean what it says; whether the pictures are to be tailored to fit the provisions

(*Continued on page 2*)

Official Registration Lists 650 Exhibitors

Special to THE DAILY

CHICAGO, Nov. 11. — Official registration at the TOA convention here is a record total of 650 exhibitors, the convention committee announced today. The exhibitors in attendance represent 8,000 theatres, the committee said.

In addition registration for the National Association of Concessionaires convention, running concurrently, totalled 150.

any Tributes

ervices for . J. O'Donnell n Saturday

terstate Circuit Official, heatre Pioneer, Dies at 68

Special to THE DAILY

DALLAS, Nov. 11.—Solemn requiem high mass for Robert J. O'Donnell, vice - president and general manager of Interstate Theatres will be held here at 10 A.M. Saturday at Christ the King Church. Rosary will be recited at 8 P.M. Friday.



Robert O'Donnell

O'Donnell, 68 last month, died last night in a Dallas Hospital following a brief illness. He had undergone lung surgery last Friday and appeared to be gaining strength. However, he suf-

(*Continued on page 7*)

Tributes to O'Donnell From Industry Leaders

Scores of tributes to the late Robert J. O'Donnell were received from leading industry executives at the offices of MOTION PICTURE DAILY yesterday. Some of them are printed below:

NED DEPINET, president of Motion Picture Pioneers:

"All I can say is that I lost one of the dearest friends I had, a friend for 35 years. In all that time Bob O'Donnell's heart was bigger than his body."

ERIC JOHNSTON, president, Motion Picture Association:

"A great humanitarian has left our midst. Bob O'Donnell represented the epitome of all of the finest elements

(*Continued on page 7*)

PERSONAL MENTION

A. M. SCHUMAN, Hartford industry pioneer, has returned to his Daytona Beach, Fla., home following an extended visit in Connecticut.

•

HARRY D. OLDBACH, assistant manager of Loew's Poli Theatre, Hartford, has become engaged to ESTELLE A. MELANSON, of the Decca Records staff.

•

HANK HEARN, of Citation Films, Jacksonville, has returned there from Atlanta.

•

HARRY HOCHFELD, 20th Century-Fox artist, this week became a grandfather for the first time, with the birth of a girl to his daughter, MRS. KAREN COLE.

•

WILLIAM C. MARCUS, son of NAT MARCUS, manager of the Warner Brothers branch in Buffalo, is honeymooning with his bride, the former AUDREY L. TAKSEN of Rochester.

•

EDWARD LEWIS, producer, has returned to Hollywood from Spain.

Heston, Boyd to Be Guests at VC Meeting

Charlton Heston and Stephen Boyd, stars of M-G-M's "Ben-Hur," will be guests of honor at the installation luncheon of Variety Club, Tent No. 35, on Tuesday, Nov. 17, at the Hotel Astor here, it was announced by Jack Levin, luncheon chairman.

A record response has lifted attendance figures to the point where the committee has been compelled to take over the Grand Ballroom of the Hotel Astor.

To Reopen Theatre

ELYRIA, O., Nov. 10—Sterling Burrows, a projectionist, has leased the Lincoln Theatre, closed the better part of the past ten years, and is preparing to open it about Thanksgiving time. He is installing new chairs in the 595-seat house and modern sound equipment. National Theatre Supply is installing the equipment. The Lincoln was last operated by Herman and Marin Frankel, who own the Capitol and Rivoli theatres.

Lynwood Emmons Dies

MORRISVILLE, Vt., Nov. 11. — Lynwood M. Emmons, 55, is dead here. With his mother, Mrs. Augusta L. Emmons, he operated the Bijou Theatre.

EDITORIAL

(CONTINUED FROM PAGE 1)

of the Code, or whether the Code is to be tailored to fit the pictures as they come out.

The thorny situation which confronted the Review Board in these appeals had its origin in the refusal of the producers to observe the recommendations of the PCA when the scripts were submitted in advance of production. When such actions take place and finally the finished picture appears and is found to contain the incidents objected to in script form a desperate situation is created. Practical considerations argue powerfully for some kind of a compromise satisfactory to all parties concerned. But when a clear and important provision of the Code has been violated no compromise short of betrayal of the Code and the public's trust is possible.

THE ACTION of the Review Board in the present cases and in all subsequent cases is not ended with the decisions taken. Any picture, bathed in the particular spotlight of publicity occasioned by an appeal, is certain to receive close scrutiny by persons and agencies who will want to form a judgment on the decisions of the representative group of industry leaders who now comprise the Review Board. Hence, especially with the Review Board as presently constituted, responsible leadership in the industry as well as the picture in question is on trial.

The representative character of the present Review Board, comprising directors of the Motion Picture Association, independent producers and exhibitors, was set up by the Association in response to complaints that the original machinery of appeal under which the board of directors of the Association acted as an appeal board was unfair to interests not represented in the Association.

The present Review Board may well be the best practical arrangement but it is by no means ideal. If an alleged Code violation is the question before the house then obviously a right and proper determination calls for scholarly knowledge of the Code, its character and purposes and the history of interpretations that have been made under its provisions. It is to be doubted that many members of the present Review Board would claim such knowledge and experience.

The same, of course, could be said for the previous appeal board setup, but in the history of that body there was little disposition to question the judgments of the PCA and its decisions were uniformly upheld, with the exception of one or two, when extraneous—and non-Code—policy considerations prevailed. There should, indeed, be a Review Board but it ought to confine itself to the function of a Court of Appeal and not assume also the function of a Trial Court, thereby attempting technical interpretations and decisions for which it is not qualified by study and experience.

THE RECENT incidents involving appeal and review of PCA decisions come at a time that is critical for industry public relations. In face of increasing protest and complaint over the moral and social character of some of the subject matter and treatment present in screen entertainment—and in face of a rising tide of agitation for restrictive legislation—it is useless merely to fume over the evils of political censorship. Something more is needed.

And that something more is the Production Code in full force and effect. For well over a quarter of a century it has proved to be the industry's best defense against political and busy-body harassment. It is as urgently needed today, if not more so, than at any previous time. But a Code that rolls with the punches, wobbles and winds up in expedient compromises will not do the job. It must not be allowed to degenerate into a hollow pretense, trying to appear as something that it is not.

Either it upholds and requires right and reasonable standards of moral and social acceptability for the mass medium of motion pictures or it will become a decayed institution, wearing a false-face that will not long fool anyone.

Brodsky to Nashville On 'Journey' Premiere

Jack Brodsky of the 20th Century Fox publicity department, flies to Nashville, Tenn., from here today as the personal representative of president Sypros P. Skouras to confer with Gov. Buford Ellington and other top officials on plans for the world premiere of 20th's "Journey to the Center of the Earth," being held at the Nashville Paramount, Dec. 4.

The premiere is being held in the state capitol at the Governor's request. The Tennessee city is the birthplace of one of the stars of "Journey," Pat Boone. Lavish plans for a "Pat Boone Homecoming" will also be set up on Brodsky's visit.

Big Music Promotion Slated for 'On Beach'

Ten recordings of "Waltzing Matilda," the featured song in Stanley Kramer's "On the Beach"; two recordings of the film's love theme, and two soundtrack albums will be the basis of an extensive music promotion for the film.

The music drive will be through radio and television stations and record and retail outlets in every major market of the world. Campaign is being coordinated by United Artists and the Stanley Kramer global unit.

Toledo Ad Rule Changed

TOLEDO, O., Nov. 11. — Herbert Wyman, new advertising director of the *Toledo Blade*, has eliminated the requirement that cooperative advertising between merchants and theatres be accepted only at the higher theatrical rate. In the future, such copy will be accepted at the regular retail rates.

'Page One' Renamed

HOLLYWOOD, Nov. 11—"A Question of Morality" has been chosen as the final title for 20th Century-Fox drama previously called "The Story on Page One." The Jerry Wald Production stars Rita Hayworth and Anthony Franciosa.

Nominate 'Orpheus'

"Black Orpheus" (Orfeu Negro), which won director Marcel Camus the top honors of the Cannes festival, has been selected by France as this year's official entry for the Foreign Language Film Award of the Academy of Arts and Sciences.

French Film to Ellis

"Crazy for Love," French film starring Brigitte Bardot and the comedian Bourvil, has been acquired for distribution in the U.S. by Ellis Films, with release scheduled next month.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Meyer Leventhal, president of Al- d Motion Picture Theatre Owners Maryland, was guest of honor uesday at a testimonial dinner hon- ing his 50 years in the entertain- ent field.

□

Frank Bartsch, Sid Shapiro and en Barfield have acquired the Sub- ban Drive-in Theatre, Bradenton a.

□

Lewis Owens, head booker for niversal in Atlanta, has resigned to in Warner Brothers there in the me capacity.

□

Andrew Mazzaglia, formerly with anley-Warner Theatres, most re- ntly at Lawrence, Mass., and Nor- ich, Conn., has joined Lockwood & ordon Theatres as trainee manager, rving initially under resident man- ger William F. Murphy at the Cine Vebb, Wetherfield, Conn.

□

Sylvester Pierce, manager of the erea Theatre, Berea, O., unit of the ssociated Theatres Circuit of Cleve- nd, has won reelection to the Berea ity council for another two-year rm.

□

E. J. Hammond is now solely in harge of the Jack L. Gertz Enter- rises, Cleveland; which specializes n theatre promotions. Mrs. Ethel Gertz, who continued to be actively ngaged in the business following he death last year of her husband, as moved to Chicago and is no onger working with the organization.

□

John White has been named vice- president in charge of public rela- ions and promotion, North Star Pro- luctions, Bridgeport, Conn., theatri- al filming company. His brother, Brad, is company president. North's nitial effort, "Street Fighter," is cur- rently in national release, via Joseph Brenner Associates, New York.

□

Milton LeRoy, general manager of the Blue Hills Drive-In Theatre Cor- poration, Bloomfield, Conn., has re- sumed full-time duties, following re- cuperation from extended illness.

Showmanship Conferences Are Lauded by Gerald Shea

Special to THE DAILY

CHICAGO, Nov. 11. — "The Quigley Conferences on Showmanship" last fall were most worthwhile, Gerald Shea, president of the Shea circuit, told the TOA convention as he cited a statement he got at that time from Jerry Wald, producer for 20th Century-Fox.

Shea said he asked Wald what his key to success was. Wald replied, "the atmosphere of enthusiasm."

REVIEW:

The Cranes Are Flying

Russian Film—Warner Bros.

WASHINGTON, Nov. 11

"THE CRANES ARE FLYING," the first Russian motion picture to be shown in this country under the U.S.-Soviet cultural agreement, is a film of unusual photographic artistry, dominated by an extraordinarily beautiful actress.

Whether this, and its deep anti-war theme, will be enough to attract the average American theatre-goer will be an interesting question in the months ahead. There seems little doubt the film will appeal to many Americans who are accustomed to seeing and enjoying foreign films, and the distributor, Warner Brothers, undoubtedly plans to concentrate its early distribution in "art theatres." Its first commercial engagement in the U.S. will start today at the Dupont Theatre here.

Perhaps the outstanding feature of the film, which won the Grand Prize at the International Film Festival last year, is its constant use of the camera to explore and accent emotions and sensations of its leading characters—through close-ups, montages and unusual angle shots. At times, during the course of the film this subjective use of the camera makes the screen seem a great impressionistic painting come to life; at other times, however, the slow pace demanded by this technique slows down the audience, too. Throughout, however, the camera is focussed a good deal on the magnificent, mobile face of Tatyana Samoilova, who plays the leading role of Veronica. This, in the opinion of many who saw the film at its Washington premiere last night, makes the film a rewarding experience.

THE PICTURE framed against the war years of 1941 to 1945 in the U.S.S.R., tells the story of two devoted young lovers. Boris, played very well by Alexei Batalov, leaves Veronica to enlist in the army. Veronica becomes distraught as months pass and she doesn't hear from him. The death of her parents in an air raid reduces her temporarily to a state of frozen hysteria. Robbed of her will and her reason to live, she is overpowered by Mark, the rascally cousin of Boris, and marries him.

Although Boris is killed at the front, she is not aware of this. She continues to believe he is alive, and is devastated by remorse and self-blame. When the war is over, she confirms the death of Boris, but is revived on hearing a returning soldier speak of a future without war.

The picture moves leisurely, giving the camera time to develop and mirror the reactions of Veronica and Boris. Several outstanding scenes result—where Veronica tries without success to find Boris and say goodbye to him, when Boris is wounded and dies at the front, when Mark vanquishes Veronica during an air raid. In its steady pursuit of the characters' emotions, the camera records details of Russian life which should be interesting to many Americans.

Since it relies much more on the visual than on the spoken word, there is a minimum of dialogue in the film, and the audience is able to follow the story without difficulty through well-translated sub-titles.

J. A. OTTEN

Russian Reactions To 'Marty' Told

More than 1,000 Russians "laughed loudly and perhaps wept quietly" on Tuesday night in Moscow at the premiere of United Artists' "Marty" there, Max Frankel, correspondent for *The New York Times*, said in a report yesterday on response to the first major American film shown in that city since World War II.

The first night audience, consisting of members of Moscow's diplomatic corps and the entertainment elite, was described as "responding warmly and often to the film, dubbed superbly into Russian" by Moscow actors. "At the end," Frankel said, "there was even mild applause, an unusual tribute in a movie house here."

Interested in Way-of-Life

Frankel said also the Russians were interested not only in the action in the film "but also were alert for many of the signs of the way Americans live." He reported remarks "about the modest Bronx kitchen in Marty's home, the bar and lunch rooms he frequented, the elevated train running through his neighborhood and the appointments and lively music at a dance hall."

Blaustein Suggests TOA-SPG Committee

Special to THE DAILY

CHICAGO, Nov. 11. — A plea was made here today for the establishment of a small committee of Theatre Owners of America to meet with a committee of the Screen Producers Guild by Julian Blaustein. The purpose, Blaustein said, would be to improve communications between producers and exhibitors.

Awaits Approval

"We are aware of, but do not understand each other's problems," Blaustein said, and noted that he was making the suggestion personally but would press for implementation of the plan with the producers guild if TOA considered that such a committee would be of value.

Michigan Enrolls 40 For Allied Convention

Special to THE DAILY

DETROIT, Nov. 11.—Forty persons representing the Michigan Allied group have arranged to be flown in a jet airliner to the National Allied convention to be held Dec. 7-9 at the Eden Roc Hotel in Miami.

Michigan Allied sources say that state's group will lead in number of delegates to the 50-state convention.

Preminger Gets Novel

Otto Preminger has acquired film rights to Allen Drury's best-selling novel, "Advise and Consent," a story describing the conflict between the U.S. Senate and a future president.

Allied Manager Cited Local 'Man of Year'

Special to THE DAILY

CHICAGO, Nov. 11. — Vic Bernstein, local branch manager of Allied Artists, last week received the "Man of the Year" award from Chicago Cinema Lodge, B'nai B'rith, at the organization's 14th annual installation affair held in the Congress Hotel.

Alvin D. Rose, of the Tastee-Freez Corporation of America, was installed as Lodge president.

'Teacher' Title Changed

HOLLYWOOD, Nov. 11. — The title of Allied Artists' "Teacher was a Sexpot," has been changed to "Teacher Versus Sexpot" by producer Albert Zugsmith.

Denver Notes Trend Toward Single Billing

Special to THE DAILY

DENVER, Nov. 11. — A pronounced trend away from double billing and toward presenting short subjects with single features is continuing here, according to local theatre managers.

Universal's 'Hi Colorado,' a natural for exploitation in this area, received considerable newspaper display space when it played with "Pillow Talk" at Fox Intermountains Denver theatre. Wolfberg-operated Paramount theatre is granting newspaper space to a "Three Stooges" comedy which has been booked with the feature "—30—."



It's what's on the screen...and what people say about it...that counts



THERE'LL COME A DAY...
when they'll all go to movies!

Today's carriage crew—tomorrow's teen-agers . . .grown-ups before you know it—pushing baby carriages of their own! It's a constantly replenishing market, this Motion Picture audience! Themes, ideas, technics, change with the years, of course . . . but *quality goes marching on!* That's why it pays, always will pay, to pick the best story and talent—to use the latest, most advanced technics in producing—to establish and maintain a close working understanding with the Eastman Technical Service for Motion Picture Film. Offices at strategic locations. Inquiries invited.



Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Coming Films

(*Continued from page* 1)

film distributing companies present.

Gerald J. Shea, president of the Shea circuit, was chairman of the session. Leo Blender, American International Pictures, lead off the presentations, pledged his company's best efforts and called upon exhibitors to cooperate with the company. He listed several AIP pictures in current release and discussed forthcoming attractions for the year.

After thanking exhibitors for the help they have given Loew's, Inc., John P. Byrne, general sales manager, described new product and spoke of the efforts to include in each picture "the kind of chemistry" that will assure box office success. Then he referred to conciliation. "We hear plenty of talk of conciliation. MGM did not need any conciliation. Conciliation works for MGM every day of every week," he said.

Goldstein Impresses

Maurice Goldstein, who was the humorous hit of the 1958 TOA convention, again delighted the members. His quips included, "Our company has the finest tax-loss, carry-forward position in the industry . . . One exhibitor in New Jersey who wrote us wanting conciliation had not played an Allied Artists picture in 15 years . . . Allied Artists will have no 70mm. releases but if you run short of product we can always give you two 35mm. ones."

On a more serious note, Goldstein said his company will wind up the year in the black, adding "If the four major circuits of the country had booked just one more Allied Artists second feature last year the company would not have lost $260,000. One booking on the RKO circuit of such a picture will bring nearly $100,000."

Fox Announcement Today

Alex Harrison, 20th-Fox general sales manager, said he would have an announcement of the program for Buddy Adler, studio head scheduled to speak tomorrow. He said 20th-Fox would have four or five more pictures next year than this year. He then pleaded for cooperation on the Russian pictures. "It is very important to give each of these pictures every unqualified support. Who knows, this may be just the opening wedge with a prospect of some day releasing our pictures in the vast Soviet Union.

A challenge was put to the exhibitors by Rube Jackter, Columbia sales head: "Give proper play-time. Don't yank pictures. Don't put a picture through the hopper just to get rid of it." Jackter also cited the large number of important pictures on Columbia's release schedule for the next year.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST



For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5

630 NINTH AVE. - NEW YORK 36





Sam Rosen, keynote speaker, addressing the Theatre Owners of America convention above. At right, Mitchell Wolfson, head of Wometco Theatres.

Photos by Martin Quigley, Jr.

Justice Dept.

(*Continued from page* 1)

areas of misunderstanding on our part of your industry, and on your part of the function of the anti-trust laws."

Bicks urged careful consideration of the industry's problems within the industry. He decried the tendency to blame some one else, in this case the Government for all the ills of an industry, saying, "The tendency to blame someone else for troubles does not bode well for the constructive action the industry needs to take to deal with the problems. You should move slowly in laying the plight of the industry at the door of the anti-trust division."

Beginning his discussion of the decrees with the comment "No one can deny that the movie industry has changed in the last decade," Bicks said the Justice Department is very willing to listen to criticism of its position.

Bicks read a brief section of a letter from Herman Levy, TOA general counsel, stating that the shortage of product is the most urgent problem in the industry and urging that former divorced circuits be allowed to produce.

The Justice Department spokesman pointed out that the decree restrictions on production apply only to Loew's Theatres, National Theatres and Stanley Warner and that RKO Theatres and Paramount Theatres have no such restrictions. He expressed as his view that blaming the decrees for the product shortage is over-simplification. "It is too easy to overstate the connection between the decrees and the shortage of product," he declared.

The Justice Department, Bicks said, is anxious to encourage proc tion, pointing to the assistance gi in approving the Exhibitors F Finance Plan and in working out arrangement that permitted divor circuits to finance three films leased by United Artists. He also s that National Theatres has been t that the department will consider proposal that does not include p emptive rights.

Questions Circuits

Bicks asked whether divor circuits would produce even if th was no bar at all. "Would they it as a matter of business judgmen He cited the unsuccessful product ventures of RKO and AB-PT. He a inquired why there was a dema now for preemptive rights in a s lers' market for any good pictur holding the view that preempt rights in the old days were to prot against losses in a buyers' market.

"Why look to the divorced circu for production? Why aren't oth people going into movie productio The divorced circuits would be goi into production to protect their the tre investments and this, with t leverage of preemptive rights, co lead to abuses," Bicks asserted.

The next point on which Bic quoted Levy's letter was the proble of merger or acquisition by a divorc circuit of a theatre which would r sult in a closed situation. Up to no the Department of Justice has refus to approve such purchases if th eliminated local competition.

Admits Levy's Logic

Bicks acknowledged that "M Levy's criticism is well deserved" situations where both the indepen ent and the former affiliated theat are operating in the red. Bicks the added, "Frankly we have been r miss, in not giving approval if w assume as Mr. Levy did, that t independent theatre would go und and that only the circuit with th existing theatres would buy the i dependent theatre. In such a cas there could be no restraint."

"I think we should adopt a slight ly different view to ease an industry adjustment," was his conclusion o this point.

The third point cited by Levy i his letter to Bicks was competitiv bidding. Bicks said, "We have no taken the position that adjustment are barred by the decrees, that is bona fide adjustment."

Frowns on 'Connivance'

The standard, Bicks stated, wa that a bona fide adjustment was on that did not take the net rental o the successful bidder to a point be low the next bid. He pointed out tha no circuit would be allowed to plac a bid of "X per cent" over some othe bid, for that would be "an under standing or connivance not allowed by the decrees."

Bicks repeated, "A bona fide ad justment is not barred by the decree."

Maurice Silverman, Justice Department attorney in charge of motion picture matters, was also on the dais at the lunch. Si Fabian was toastmaster.

Pledges Orderly Release

Specifically, he added, in 1960 Universal plans to release 24 pictures. "These will be released in the same orderly fashion as in 1959," he said.

Final speaker of the distribution session was George Weltner, Paramount, who outlined the basis for his views that a business upturn is in prospect, declaring, "product is the war cry of a fighting industry." He described a number of the important releases Paramount has on its schedule for the next 12 months.

William J. Heineman, United Artists vice-president, began his talk by referring to the Production Code Appeals Board, saying "the new members, four exhibitors and four independent producers, have contributed greatly to the body."

Promises 36 to 42 Films

Heineman said "Solomon and Sheba" would be opened on a road-show basis in Rochester, Milwaukee and Boston and on a grind policy in 30 other cities. He said UA would have between 36 and 42 releases in 1960.

Shea read a telegram from Irving Ludwig, Buena Vista, expressing regret that he was unable to attend and citing forthcoming Disney releases.

David A. Lipton, Universal Pictures vice-president representing the company in the absence of Henry H. Martin, vice-president and general sales manager, told the convention that "Universal has good reason to approach the new year with complete confidence in the future of the motion picture theatre business. In fact it's the only major company that doesn't produce films for TV. In other words, Universal proves its faith by producing motion pictures for theatres only."

He said Universal has 45 pictures either currently in release, completed and scheduled for release, actively being prepared for production in the months ahead or already acquired for distribution.

Industry Mourns O'Donnell

(Continued from page 1)

in our business. He was in the forefront of every worthwhile effort supported by the motion picture industry. He served with distinction—the government, his industry and his fellow men. I join the multitude of Bob's friends in sorrow at his passing, and I offer deepest sympathy to his family."

A. SCHNEIDER, president, Columbia Pictures:

"The passing of Bob O'Donnell is a grievous loss to all who knew him. His dedication to the motion picture industry set a brilliant example for others. He was not merely a giant of exhibition, but one of the nation's great leaders."

PAUL N. LAZURUS, JR., vice-president, Columbia:

"Bob O'Donnell was a showman in the very best sense of the word. His imagination, initiative, boundless energy and charitable deeds endeared him to everyone connected with the industry. I am deeply shocked by his death and regard it as a keen personal loss."

MILTON RACKMIL, president, Universal Pictures:

"Bob O'Donnell was the beloved statesman of the motion picture industry, a humanitarian of great personal courage, leadership and understanding. His passing will be keenly felt by all of us."

HENRY H. MARTIN, vice-president and general sales manager, Universal:

"It was with profound sorrow that I learned of the death of my long-time friend, Bob O'Donnell. He was one of the truly great leaders of our industry. I was privileged to consider myself his warm personal friend."

DAVID A. LIPTON, vice-president, Universal.

"In the passing of Bob O'Donnell the industry has lost one of its great leaders. He was truly a statesman in the councils of our industry and a great humanitarian to all. His life and his contributions will be a memorial as well as an inspiration to all of us in the years ahead."

JACK L. WARNER, president, Warner Brothers:

"Bob O'Donnell was a living legend in show business and his name has become synonomous with showmanship. He often set the pace of leadership for an entire industry which always will be indebted to him for his contributions and guidance. I am shocked and grieved at the passing of a warm and valued personal friend of many years, and extend deepest sympathy to his family and associates."

BENJAMIN KALMENSON, executive vice-president, Warners:

"I am deeply and sincerely shocked at the untimely passing of Bob O'Donnell. Not only was Bob one of the great showmen of our industry, but he was a personal friend to me and to many of us. His loss deprives us of a leader whose experience in the motion picture industry cannot be replaced. My deep sympathy goes to his family."

MAX E. YOUNGSTEIN, vice-president, United Artists:

"Bob O'Donnell was an unusual and gifted person who devoted a lifetime to the service of his fellow man and to our industry which he loved so well. One of the industry's pioneer showmen, his passing leaves a great void in our ranks."

CHARLES E. McCARTHY, executive secretary, Council of Motion Picture Organizations:

"Bob O'Donnell was one of the best-loved men in our industry. A brilliantly successful theatre operator, he gave himself without stint not only to his own business but also to every constructive and charitable movement in our industry. His death is a great loss to all of us who knew him and worked with him over the years."

BARNEY BALABAN, president, Paramount Pictures:

"The association I enjoyed with Bob O'Donnell encompassed practically my own association with the motion picture industry. As I think back through the years, I can see Bob in every one of them, contributing enterprise, initiative, constructive ideas and, above all else, that vibrant enthusiasm so vital to our business. There was also the enormous sense of humanitarianism which occupied so great a part of his life. His name has become legendary around the world, and the Variety Clubs which dot the globe will enshrine his name for decades to come. We will all miss Bob enormously, but the memory of him is very secure with us."

NAC Forum Draws 200; Joint Meet with TOA Today

By GEORGE SCHUTZ

CHICAGO, Nov. 11. — A forum conducted this morning at the National Association of Concessionaires convention, on methods to increase revenue from drive-in concessions, drew attendance of more than 200. The meeting completed NAC's series of seminars prior to a general session tomorrow with Theatre Owners of America on the promotion of both attendance and concessions sales.

Moderator of today's indoor theatre seminar was Ed "Pete" Gage, vice-president of Walter Reade Theatres, Oakhurst, N. J. Panel members were Dr. Marvin Sandorf, Twin Drive-In, Minneapolis; Kendall Way, Modern Sales & Service, Dallas; Edward S. Redstone, Northeast drive-in Corp., Boston; and Moreland Martin, National Livestock and Meat Board, Chicago.

)A in Tribute to O'Donnell ; Showman and Leader

Special to THE DAILY

CHICAGO, Nov. 11. — Word of death of Robert J. O'Donnell, neral manager of Interstate Theas, Dallas, spread quickly among mbers of Theatre Owners of nerica at their convention here this rning. The formal session opened h a standing tribute to the theaofficial as "a great showman and)A leader."

)'Donnell Dies

(Continued from page 1)

ed heart failure yesterday which oved fatal during the night.

He is survived by his wife, Vin-, and a brother, William, who is sident of Cinema-Art Theatres here d is a theatre executive of many ars standing, and by two sisters, argaret and Mary O'Donnell, of n Antonio.

O'Donnell spent virtually his en-

BOB O'DONNELL

HE passing of perhaps no other member of the industry will be arked and mourned in every area of ow business, as well as in the mo-n picture industry, as that of Rob-t J. (Bob) O'Donnell. In his more an 55 years in show business, gre-ious and blessed with wit and ndliness as he was, Bob's friends ere legion, and those who simply ew and liked him were innumer-le.

From music hall to circus, from ollywood to New York and the en-rtainment capitals abroad, through-t TV, radio, theatre equipment, orts, unions and guilds, in the gitimate theatre, the carnival world nd in legislative halls—his name as as familiar as in his own world the motion picture and its theatre.

He truly loved the world of enterinment that had been his life from e age of 12, and he gave of himlf to its causes and its people with-t stint. His mark will remain on ch institutions as Variety Clubs ternational, Will Rogers Memorial ospital, of which he was chairman the board, and the Motion Picture oneers and its charitable Foundaon. But longest of all it will remain the minds and hearts of these ho knew him.

re life in show business, having arted at the age of 12 as an usher the Opera House in Chicago, his tive city, where he was born Oct. 1891. He became treasurer of that eatre and in time went to New York here he held the same position with her theatres prior to managing audeville theatres. He also was a talnt agent, vaudeville producer and eatre manager in New York.

In 1924, he went to Ft. Worth as manager of Interstate's Majestic Theatre and later was appointed supervisor for Interstate. In 1929 he joined the old Paramount Publix Theatres as division manager and later was in charge of circuit operations during the Paramount receivership and reorganization. Thereafter, he returned to Interstate as general manager, later being named vice-president.

O'Donnell devoted much time and labor to industry participation in war drives during World War II in his capacity as Southwest chairman of the War Activities Committee of the M. P. Industry, as national chairman of the copper salvage drive, general chairman of the industry's Fifth War Loan drive, and other activities.

He also was prominent in many industry charitable and welfare organizations, having been International Ringmaster and long-time worker for Variety Clubs International, and the Dallas Variety Tent, the Will Rogers Hospital at Saranac Lake, N.Y., of which he was chairman of the board; and the Motion Picture Pioneers, by whom he was named Pioneer of the Year in 1956.

All Interstate theatre marquees and verticals will be illuminated as a memorial tribute during the time of the funeral services. Dallas radio stations paid frequent tribute to O'Donnell from leading citizens throughout Wednesday.

Funeral arrangements are under the direction of Sparkman Funeral home here.

More light + slower burn= lower costs
NATIONAL TRADE MARK
PROJECTOR CARBONS

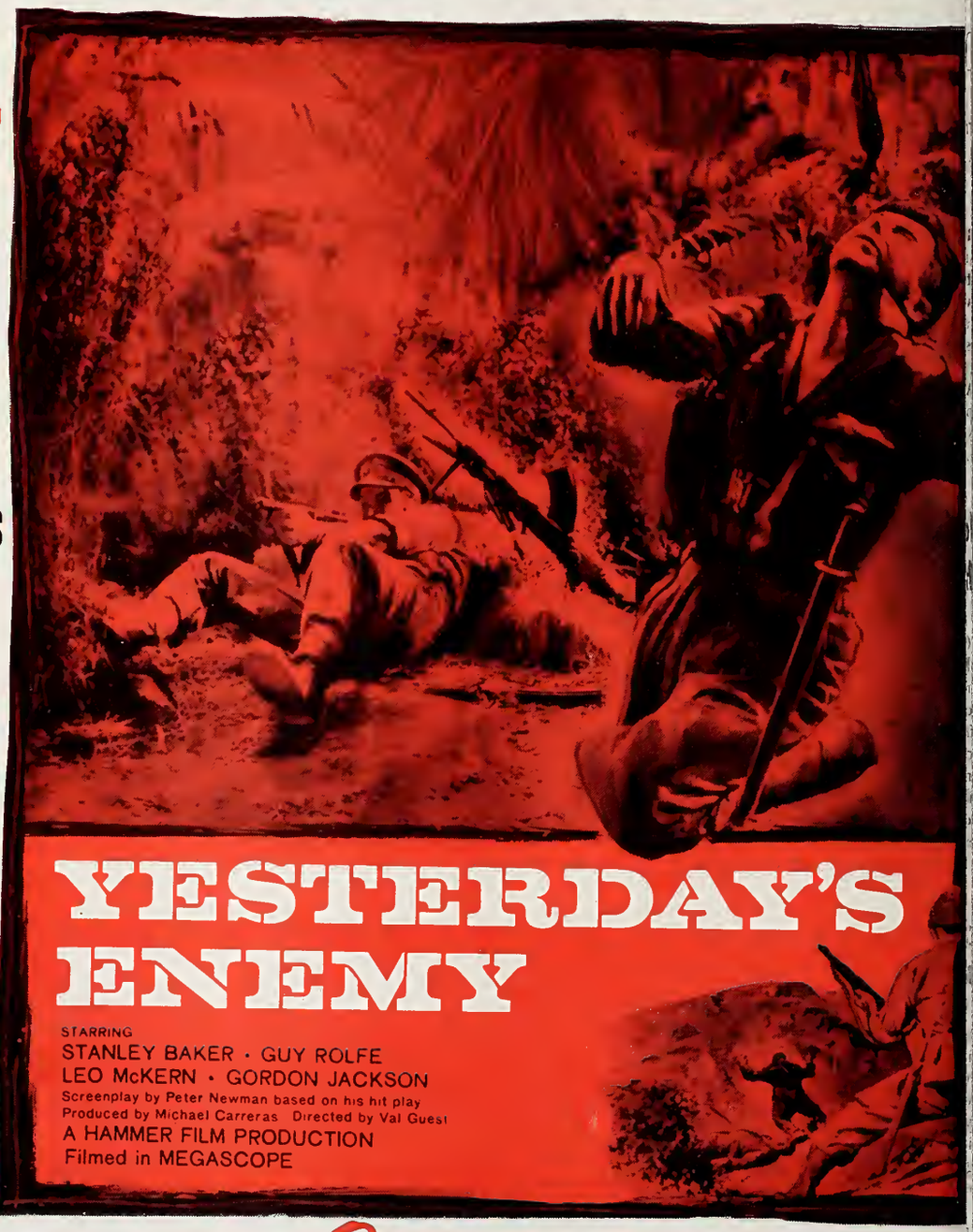
'YESTERDAY'S ENEMY'...

TODAY'S BLOCKBUSTER!

EXPLODING...

in

DETROIT, Broadway Capitol
CHICAGO, Garrick
BOSTON, Pilgrim
SAN FRANCISCO, St. Francis
CLEVELAND, Allen
ATLANTA, Paramount
WASHINGTON, D. C., Apex
MINNEAPOLIS, State
ST. PAUL, Paramount
TOLEDO, Rivoli
MEMPHIS, Warner



SOLD WITH A SMASH BARRAGE OF SHOWMANSHIP...from *Columbia!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 94 NEW YORK, U.S.A., FRIDAY, NOVEMBER 13, 1959 TEN CENTS

irst Time

Eastman Will Participate in Oscar'Backing

Agrees to Give Contribution To Cost of April 4 Telecast

Special to THE DAILY

ROCHESTER, N. Y., Nov. 12. — Eastman Kodak Co. has advised the Motion Picture Assn. of America that it will share the costs of the telecast-broadcast of the Academy Awards presentations next April 4 with other MPAA members.

Although a member of the Association, this is the first time Eastman has participated in the financing of an Awards presentation program since

(*Continued on page* 3)

Flat Screen Is Better Than Curved, TOA Told

Special to THE DAILY

CHICAGO, Nov. 12. — Exhibitors will be advised by the Council for the Improvement of Theatres and Motion Picture Projection that they will obtain a better picture for all wide screen systems if they will utilize a flat screen instead of a curved screen. It will be suggested that 18 inches be the maximum screen curvature for best results.

This is the substance of one of four

(*Continued on page* 5)

Columbia's 'Feeling' Booked in Music Hall

"Once More, With Feeling," a Stanley Donen Production for Columbia Pictures release, will have its world premiere at the Radio City Music Hall, it was announced jointly by Rube Jackter, Columbia Pictures vice-president and general sales manager, and Russell V. Downing, president of the Music Hall.

The color production, starring Yul Brynner and Kay Kendall, is slated to premiere at the showcase early next year.

TELEVISION TODAY—page 5

Drive-in Leaders at TOA Suggest Several Operational Improvements

Special to THE DAILY

CHICAGO, Nov. 12.—A forum on drive-in theatre operations was featured on the final day of the Theatre Owners of America annual convention.

Each year TOA members' interest in drive-ins has increased. This time attendance was approximately as heavy as in the general convention sessions. Dwight L. Spacher, Seattle, served as general chairman.

The meeting began on a light note with the introduction by Tim Ferguson, president of the Texas Drive-in Theatres Association, of a tape recording of the trials and troubles of drive-in operation.

William J. Cosby introduced a new short subject made for the National

(*Continued on page* 2)

Cantor Is Elected NT&T President

From THE DAILY Bureau

LOS ANGELES, Nov. 12.—B. Gerald Cantor today was elected president and chief executive officer of National Theatres & Television, Inc. at the regular monthly meeting of the board of directors. He succeeds John B. Bertero, who has been president of NT&T since October, 1958 and the company's general counsel for many years.

Cantor will continue as chairman

(*Continued on page* 2)

Seadler New Chairman Of Ad-Pub Committee

Si Seadler, eastern advertising manager for M-G-M, was unanimously elected chairman of the MPAA advertising and publicity directors' committee to succeed Charles Simonelli, recently appointed assistant to the

(*Continued on page* 2)

Sept. Attendance Up, Sindlinger Survey Finds

September motion picture theatre attendance jumped 16.3 per cent over September, 1959, and prospects for increased winter patronage look good, Sindlinger and Company, business analysts, reported yesterday.

Average daily theatre attendance in September was 8,200,000 adults, due in part to unseasonably warm weather, a factor which also contributed to new attendance peaks at drive-in theatres for the month, the report stated.

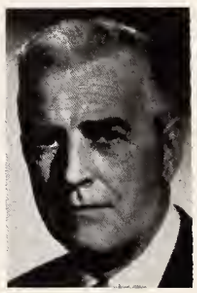
Sees Flow of Product

Adler Reports Optimism High In Hollywood

Tells Production Problems In Speech at TOA Meeting

By MARTIN QUIGLEY, JR.

CHICAGO, Nov. 12. — Optimism and hope are stronger now than they have ever been in Hollywood, Buddy Adler, chief of production at 20th Century-Fox, said here today in a luncheon speech at the annual convention of Theatre Owners of America.



Buddy Adler

"Never have producers and their organizations worked so hard and so valiantly to give you a steady flow of product in 1960," Adler told the exhibitors.

He assured his listeners that producers are well aware of the prob-

(*Continued on page* 4)

TOA Cites Quigley Merchandising Conferences As 'Unselfish, Valuable Industry Service'

Special to THE DAILY

CHICAGO, Nov. 12.—Quigley Publications' merchandising conferences were cited as an "unselfish and valuable industry service" in the following resolution passed by the Theatre Owners of America at its convention closing today:

"Whereas, the skillful merchandising of available product is one of the greatest guarantees of maximum profit for theatre operation, and intelligent merchandising is only possible if the seller knows his product, and,

"Whereas, a unique opportunity has been offered by the Quigley Publications, to exhibitors three times during the past two years to see product long before the films are released, and to talk with the advertising executives of the companies which offer these films, through its Quigley merchandising conferences held in cooperation with all major film companies, and,

"Whereas, the Quigley Publications have indicated it hopes to continue these merchandising conferences if exhibitors want and support them, therefore,

"Be it resolved that the Theatre Owners of America, meeting in annual convention, commend the Quigley Publications for this unselfish and valuable industry service, and urge not only all its members, but all theatre owners, give all possible support to the Quigley merchandising conferences to the end that they may be continued as a regular industry activity."

Spiro Papas Elected President of NAC

Special to THE DAILY

CHICAGO, Nov. 12.—Spiro J. Papas, vice-president of the Alliance Amusement Co., Chicago, became president of the National Association of Concessionaires in the election of officers for 1960 at the organization's

(*Continued on page* 2)

Urges Rogers Hospital Memorial to O'Donnell

Special to THE DAILY

CHICAGO, Nov. 12. — A Bob O'Donnell Memorial Building at the Will Rogers Hospital, Saranac Lake, N. Y., was proposed by Abe Montague to Theatre Owners of America members as a most suitable tribute to the great showman. It was pointed

(*Continued on page* 3)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures; PAUL RAIBOURN, vice-president, and RUSSELL HOLMAN, Eastern production head, left New York last night for the Coast.

•

MAX YOUNGSTEIN, vice-president of United Artists, arrived in Brackettville, Tex., yesterday from New York.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there from Jacksonville.

•

CLAYTON G. PANTAGES, 20th Century-Fox manager in Albany, N. Y., has returned there from Oneida and Gloversville.

•

JAMES E. PERKINS, president of Paramount International, has arrived in Hollywood from New York on the first leg of a round-world tour.

•

BETTY ADLER, president of Playback Records, and BEN ADLER, president of the Ben Adler Advertising Service, on Sunday will celebrate their 23rd wedding anniversary.

Youngstein Honored At Reception Here

A reception inaugurating a special tribute to Health for Peace honoring Max E. Youngstein, vice-president of United Artists, was held here yesterday and attended by more than 250 leaders of the motion picture industry, public figures and entertainers.

The reception was held in the home of Matthew Fox, and Mrs. George P. Skouras was the hostess. Louis Nizer, general chairman of the Health for Peace dinner scheduled for the Hotel Biltmore on Dec. 14, was the guest speaker.

The Dec. 14 dinner, under the sponsorship of the Children's Research Institute and Hospital in Denver, will be highlighted by a special dramatic program featuring notable scientists, entertainers and leading public figures who will give support to the coordinated research attack against disease.

'Crane' Runs 94 Minutes

Running time of the Russian film, "The Cranes Are Flying," reviewed in MOTION PICTURE DAILY yesterday, is 94 minutes. The picture, being distributed by Warner Bros., is for release this month.

Drive-in Forum at TOA

(*Continued from page* 1)

Carbon Co., produced by John Sutherland at the Walt Disney studios which shows the role of light in theatre projection and the importance of high intensity carbons. The film is intended to inform theatre operators and projectionists about the importance of the light source in getting a good picture on the screen.

Following the screening of the film, John B. Schuyler, Butler, Wisc., exhibitor and TOA's liaison with the Motion Picture Research Council in Hollywood, told of poor projection found by the research council generally in conventional and drive-in theatres.

Shows Apparatus

He displayed to the TOA delegates two pieces of apparatus recommended for exhibitor use. One is a projection alignment device, described as simple enough for anyone to operate and costing between $25 and $30. Schuyler said it should be owned by every theatre and used at least once a week because projectors can get out of alignment simply by the vibration caused by opening and shutting magazine doors.

The second piece of apparatus, recommended for theatre circuits with five or more theatres, is a simple but accurate light meter to measure screen brightness. Schuyler said it would cost $100 or more. Both devices are available from the Motion Picture Research Council in Hollywood.

A new type of screen for drive-ins, made of extruded aluminum panels, is under development by the research council, Schuyler said. It will require the remodeling of screen towers but will have a surface requiring no painting.

Spiro Papas Heard

Spiro Papas, new president of the National Association of Concessionaires and vice-president of Alliance Theatres, Chicago, stressed the importance of concessions, saying drive-in theatres are grossing more each year in this department. The use of vending machines can increase concession sales by two cents per person, he said.

Papas concluded by emphasizing the importance of quality, cleanliness and intelligent operation of all vending activities.

The next speaker, taking up matters of maintenance and operations, was E. E. Whitaker, vice-president and operations manager of Georgia Theatres, Atlanta. He drew attention to the importance of a good color scheme, reporting that on the basis of tests made by the University of Georgia, yellow, green and red are ideal for drive-ins and can be used in any combination. Exhibitors were urged to paint up and clean up.

"Every manager should know projection," Whitaker commented. "every manager's office needs a copy of the blue book of projection published by Quigley Publications. The manager needs to know about projection to make sure that he is getting the best picture possible on the screen."

Redstone Favors Memos

Edward Redstone, Boston, spoke on problems of management, urging all exhibitors no matter how small or large, their operation, to have a manual to instruct employees. He also stressed the value of making memos to employees helpful and to avoid destructive criticism. "We suffer from a tremendous lack of new personnel. We should urge establishment of courses, perhaps at state universities, in theatre management," he said.

The final speaker of the drive-in sessions was Jack Braunagel, Little Rock, Ark., and a familiar speaker on drive-in operations. He enlivened the meeting by demonstrating actual stunts. He gave out two live chickens, 100-pound sacks of popcorn, and fruit—including a lemon containing a $20 bill. His topic was "Business Stimulators" and he covered it from many aspects, including the value of trick double-bill combinations. A special one-minute radio tape prepared for "Pillow Talk" was played for the audience.

Braunagel Likes Holiday Event

Braunagel especially urged exhibitors not to give up the practice of celebrating holidays. He asked for a return of fireworks displays, stunt nights of all kinds, special items for the children. "Children are spoiled by too many big things. They are not interested in bicycle give-aways. They want to buy the little things that we used to enjoy as boys," he said.

On the matter of special occasions Braunagel made it clear that there was no limit to the possibilities. He spoke of all kinds of give-aways and stunts, including "a needle in a haystack" event.

Papas Elected

(*Continued from page* 1)

convention which closed today. Other officers are:

Harold F. Chesler of the Theatre Candy Distributing Co., Salt Lake City, who remains 1st vice-president; Augie J. Schmidt, Houston Popcorn & Supply Co., Houston, Tex., 2nd vice-president; Ed "Pete" Gage, vice-president of Walter Reade Theatres, treasurer.

Cantor Electe

(*Continued from page* 1)

of the board, post he has held sinc February of this year. He will re linquish the presidency of Canto Fitzgerald & Co., Inc., investmer bankers, to devote his full time an attention to his new position.

Bertero continues as member d board of directors of the company He will also serve the company a special consultant under arrangement which will permit him to devote th principal portion of his time to hi other pursuits.

Cantor is also a director of Butle Brothers, and a director and chairma of the finance committee of Rapid American Corp.

In 1957 Cantor served as consul tant on securities legislation to th U. S. Senate Banking and Currenc Committee. He served in the U. S Army from 1943 to 1945. Since 195 he has awarded annual prizes at th University of California in Los An geles for outstanding theses on bank ing and finance.

Seadler Named

(*Continued from page* 1)

president of Universal Pictures, a yesterday's regular monthly meetin of the committe in the MPAA interna tional board room.

The committee passed a resolution expressing its appreciation for the many important contributions and the outstanding leadership provided by the retiring chairman, Simonelli.

A national program to promote the large volume of exceptional pictures currently being prepared for release by all member companies in 1960 was approved for immediate action. The committee also discussed plans for reactivating the Academy Awards telecast committees that will be responsible for an all-industry wide promotional program encompassing all mass media. The Academy telecast date is already set for Monday, April 4, 1960.

Warn of Censor Threat

Under the caption, "Think Newspapers Are Safe? Don't Kid Yourself," the 109th in the series of Compo ads in *Editor & Publisher* warns newspapers that they may be early targets of censorship advocates. The ad will appear tomorrow.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
MAX REINHARDT'S
"THE MIRACLE"
Starring
CARROLL BAKER ROGER MOORE WALTER SLEZAK VITTORIO GASSMAN KATINA PAXINOU
A WARNER BROS. Picture in TECHNIRAMA® & TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "CONTRASTS IN RHYTHM"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

CEA Approves Most of New Quota Provisions

From THE DAILY Bureau

LONDON, Nov. 12. — The General Council of the Cinematograph Exhibitors Association said today it was "generally pleased" with the new British Quota Act, most exhibitor recommendations have been included.

However CEA objected to inclusion of newsreels qualifying for quota, and to drawing from a production fund which is primarily for first features. If the government wants to include newsreel benefits in the quota, Council said, a subsidy should come from public funds and not exhibitor levies, in order to support overseas distribution.

EKC to Participate

(*Continued from page* 1)

the "Oscar" ceremonies came under industry sponsorship in 1957.

It was learned that Eastman's vice-president in charge of world sales of professional motion picture film Edward P. Curtis, and William German, head of William J. German, Inc., raw stock distributor, were first approached in New York by an MPAA committee several weeks ago to ascertain their interest in financial participation in the Awards program.

Both are reported to have regarded the proposal with interest but believed it to be a matter for Eastman's advertising - publicity department to examine and decide. Accordingly, a delegation headed by Charles Simonelli, chairman of MPAA's advertising-publicity directors' committee, put the proposal to Eastman's James E. McGhee, vice-president in charge of domestic sales and advertising, and members of his staff last week.

MPA Picked Up Option

The conference coincided with a public announcement from MPAA that its member companies had decided to pick up their third-year option to sponsor the Academy Awards program non-commercially.

There had been several months delay in the decision to exercise the option after Universal Pictures and Warner Bros. voted against financial participation in the broadcast-telecast next year. Warners later reversed its position; Universal has not done so.

Although the extent of Eastman's financial participation was not disclosed it is believed that it will aggregate more than the sum heretofore contributed by Universal.

Cost Less Than Last Year

Cost of next year's program is estimated to be less than last year's, since it will be a 90-minute rather than a two-hour program. However, there remains an unpaid balance from last year's two-hour program and there is an annual MPAA contribution of $150,000 to the Academy's general overhead. MPAA companies paid one-quarter of one per cent of their annual domestic revenues to make up the amount required, but it is believed Eastman will contribute a flat sum.

Montague Suggests Memorial to O'Donnell

(*Continued from page* 1)

out that O'Donnell had become president of the Hospital when it was taken over by the new group 11 years ago and never missed a directors meeting.

Montague said that O'Donnell also did much to interest members of Variety Clubs in the Will Rogers Hospital.

Addressing the final luncheon meeting of the TOA convention, Montague said that the future growth of the hospital requires a building to house staff personnel and also to provide two large wards for asthmatic children. Such a building, he thought, TOA members would want named in honor of O'Donnell, who had been a TOA leader since the organization was founded.

Has International Reputation

Montague reported on the progress of the hospital — that 150 patients had been treated and the same number discharged during the year. He also noted that Will Rogers Hospital now has an international reputation and is conducting vital research. He asked for more cooperation from exhibitors in the matter of theatre collections, saying, "Without the theatre collections, we would have to close. Now only 4,000 theatres have the collection." He announced that all the theatres in Chicago would collect for the hospital during thanksgiving week.

O'Donnell Funeral Tomorrow; Industry Leaders Pallbearers

DALLAS, Nov. 12.—Industry leaders started converging on Dallas today to pay respects to one of their greatest, R. J. "Bob" O'Donnell, who died Tuesday of a lung ailment. Rosary will be recited at 8 P.M. Friday at Sparkman's Funeral Chapel and requiem mass will be celebrated at 10 A.M. Saturday in Christ the King Catholic Church with the Rt. Rev. Msgr. W. J. Bender as celebrant. Entombment will be at Hillcrest Mausoleum.

Pallbearers will be Karl Hoblitzelle, Fred Florence, John Adams, Fred Starz, Raymond Willie and Paul Short, Dallas; Harry Morris, London, England; Ned Depinet, Sam Dembow, Al Schwalberg and Ned Shugrue, New York City and Audie Murphy, Los Angeles.

Officers and directors of the Texas Council of Motion Picture Organizations have sent a special bulletin to all theatre owners and managers in the state expressing their sadness at the death of Robert J. O'Donnell. They request that their membership and all other theatre owners in Texas "join in evincing respect to Mr. O'Donnell by illuminating marquee, front, and foyer lights of the theatre during the hour long funeral services on Saturday."

More Film Industry Leaders Pay Tribute to O'Donnell

Further tributes to O'Donnell, received in addition to those published in MOTION PICTURE DAILY yesterday, are printed below:

SPYROS P. SKOURAS, president, 20th Century-Fox:

"I am deeply grieved at the passing of one of my dearest friends. Throughout the many years I have known and loved Bob O'Donnell. I was constantly exhilarated by his sensitivity and feeling for his fellow men. As a great leader in the exhibition field he was one of the most courageous and dynamic forces this nation has yet produced. It is as an individual, however, that Bob leaves his most important legacy—that of a lifetime of charity and love. I shall always revere his memory. His name will be engraved forever as the great showmen of humanity."

JOSEPH R. VOGEL, president, Loew's, Inc.:

"Few people have given so much of themselves to this industry as Bob O'Donnell. He loved it, he fought for it, his name belongs indelibly in the story of its progress. We were theatre managers together many years ago in New York and I mourn his passing as a lifelong friend. The industry has lost one of its great leaders."

PAUL N. LAZARUS, JR., vice-president, Columbia:

"Bob O'Donnell was a showman in the very best sense of the word. His imagination, initiative, boundless energy and charitable deeds endeared him to everyone connected with the industry. I am deeply shocked by his death and regard it as a keen personal loss."

SOL A. SCHWARTZ, president, RKO Theatres:

"I am deeply grieved at the passing of Bob O'Donnell. The industry has lost a great showman, and I have lost a good friend."

SI H. FABIAN, president, Stanley Warner Corp.:

"Bob O'Donnell was a human being first; a showman, second. In both aspects of life, he was supreme."

SAMUEL ROSEN, executive vice-president, Stanley Warner Corp.:

"Bob O'Donnell was more than a business associate. He was a personal friend. I was privileged to work side-by-side with him in many philanthropies to which he gave a large portion of his life. We shall not see his like again."

STEVE BROIDY, president, Allied Artists:

"Word of Bob O'Donnell's death comes as a profound shock and heavy personal loss. With his passing, a void has been created in our industry which never will be completely filled because he was one of its true leaders. Through the years I was privileged to enjoy his friendship and counsel, I always found him to be sympathetic, understanding and ready to reach out and help whenever help was necessary. A man of this stature cannot be replaced."

CHARLES BOASBERG, general sales manager, Warners:

"Bob O'Donnell was a great human being and a great showman. The industry has lost an outstanding contributor to its growth and stature. My deep personal sympathy goes to his family."

SAMUEL J. BRISKIN, Columbia Pictures studio head:

"Bob was and always will be remembered as one of the great showmen of our industry, and his passing affects all who had the pleasure of knowing him personally."

JACK KARP, Paramount studio head:

"The death of Bob O'Donnell is a great personal loss to all of us at Paramount, as well as to the entire motion picture industry. As a person he was a warm and congenial friend whom we all loved. As a colleague he enjoyed our respect and admiration as a titan of showmanship. His imagination and enterprise in building a tremendous audience through his theatre chain has always been a vital spark of encouragement to all of us on the production end of Holllywood to make pictures worthy of the audience he provided. We add our grief to that of his family and close associates."

AA's Net for Quarter Up Sharply Over 1958

From THE DAILY Bureau

HOLLYWOOD, Nov. 12.—The annual meeting of stockholders of Allied Artists Pictures Corp. was held today at the studio, presided over by Steve Broidy, president.

Broidy announced at the meeting that operations of Allied Artists and its wholly owned subsidiaries for the first quarter of the present fiscal year (quarter ended Sept. 26, 1959) resulted in a net profit before Federal income taxes of $652,600.

This amount compares with net profit before Federal income taxes of $120,200 for the corresponding quarter of the previous year. No provision for Federal income taxes was made in either year because of prior year losses which were applicable as credits against first quarter profits.

Gross income in quarter ended Sept. 26, 1959, amounted to $5,241,000 as compared with $3,929,000 shown in the corresponding quarter in 1958.

Banquet Closes TOA Convention

Special to THE DAILY

CHICAGO, Nov. 12.—The 12th annual convention of Theatre Owners of America was brought to a close here tonight at the Hotel Sherman with the traditional president's banquet. Feature of the evening was the presentation of the TOA Star of the Year award to Jerry Lewis and the introduction of 27 new film personalities to the gathering.

Albert M. Pickus, new TOA president, called the star group the largest ever to assemble at an exhibitor convention.

Buddy Adler, head of production for 20th Century-Fox, personally brought 14 newcomers from his studio to join 13 from other studios on the dais. Adler, accompanied by his wife, the former movie actress, Anita Louise, introduced the following: Millie Perkins, Jill St. John, Nina Shipman, Stuart Whitman, Carol Lynley, Linda Hutchings, Elena Eden, Diane Baker, Margo Moore, Barrie Chase, Stephen Boyd, Brett Halsey, and the new comedy team of Tommy Noonan & Pete Marshall.

From Many Companies

Other new faces present were: from M-G-M: Luana Patten and George Hamilton; from Universal: Sandra Dee; from Paramount: Leslie Parrish, Stella Stevens, Dolores Hart, Barbara Lawson and Joan Blackman; from Warner Bros.: Troy Donahue and Angie Dickinson; from Columbia: Evy Norlund, Jo Morrow and Michael Callan.

Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, was toastmaster at the banquet, which was hosted by the Coca-Cola Company.

TOA Marks Passing Of Five Leaders

Special to THE DAILY

CHICAGO, Nov. 12. — Loss in leadership suffered by the industry in the passing of five of its leaders was cited in resolutions passed at the convention of Theatre Owners of America, one of whom—Robert J. O'Donnell—died in Dallas as the convention got underway. Referring to him as "Mr. Showman," in tribute to his "unlimited enthusiasm, creativeness and energies," the resolution of sympathy to O'Donnell's family and business associates said:

"Our industry will long enjoy the fruits of his labors for federal income tax relief, in war activities, in business building and in myriad other areas where his genius for friendship and confidence inspired warmer relations."

The other resolutions similarly marked the deaths of Harold H. Brown, Earl Hudson, Elmer C. Rhoden, Jr., and Frank C. Walker.

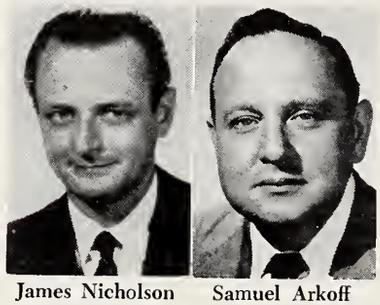
Back Independent Producers or Film Dearth Will Become Worse, TOA Told

Special to THE DAILY

CHICAGO, Nov. 12.—James H. Nicholson, president of American International Pictures, predicted an increasing shortage of product as long as exhibitors take a "split level" view of film producers in his speech to the Theatre Owners of America convention here today.

Nicholson defined his "split-level" phrase as "seven majors—and all the rest."

"Five years ago," he said, "there were nine majors. Today there are seven. American International has performed yeoman effort to make up



James Nicholson Samuel Arkoff

for their shortage with pictures. We have made over 70 features available to exhibition. We are grateful for the exhibitor help which has made possible our growth to date.

"We have become more ambitious in our efforts, both in production and advertising budgets. Now it is up to exhibition to maintain us and other independents as a major source of supply by according the same treatment and terms to our comparable product as they give the majors.

"If those in our category are not encouraged, I am sure many will turn to the majors for distribution, or they will themselves become simple distribution companies and forego production efforts. If that happens, I am sure you can see the effect on your supply. It will be curtailed because the stimulus of competition will be eliminated. Why should anyone provide any more of anything when there is such a shortage that they know anything they make will be gobbled up?"

Tells Plans for 1960

Nicholson then outlined product campaign plans for the next year, beginning with "Goliath and the Barbarians," which, he said, will be given an even heavier campaign than "Sign of the Gladiator."

Nicholson, whose company was host to the exhibitors at today's convention luncheon, introduced Ernest Stellings, TOA past president, who acted as toastmaster; Abe Montague, who talked for the Will Rogers Hospital, Jack Andrews of Hearst Advertising and Samuel Z. Arkoff, AIP vice-president. Tomorrow, Nicholson will preside over a three-day AIP distributor sales convention here. Exhibitors will participate in the AIP merchandising sessions.

In a separate talk to the luncheon session, Arkoff blamed what he termed "grandiose budget thinking and dollar announcements" for many of the ills of the industry. "Picture making," he said, "is a matter of chemistry, not dollars."

"Every exhibitor knows the high budgeted film failures, the lavish busts with everything but chemistry. He knows too those others of lesser budgets which had the right and profitable chemistry not only in production but in selling.

"Selling, in fact, in the final chemical component of box office magic. The right selling ingredients complete the success formula."

Sum Total of Zero Cited

"I suggest that you ignore the persuasions of money alone. Remember two million dollar stars, plus one-half million dollar director, plus one-quarter million dollar sets, plus two million other dollars for other expenses, plus a million dollar ad budget can add up to a big zero at your box office if the right chemistry is absent," he said.

Adler Heard

(*Continued from page* 1)

lems of exhibition. "Most of us know the troubles you face," he said, "and the difficulties you experience in dealing with the unpredictable and highly selective audiences. We are indoctrinated daily by the presidents of our companies as to your needs and problems. This is only natural. After all most motion picture companies were founded by exhibitors and are still headed by men who gained their experience running theatres."

Adler named as examples Spyros Skouras, Jack Warner, Joseph Vogel, and Barney Balaban, all of whom he said have "not forgotten the needs and problems of exhibitors." Adler said that he himself once owned theatres and could thus speak also "as a man with exhibitor's experience."

Treats Product Flow

Among the problems of exhibition that producers are aware of Adler listed the need for consant flow of product; the importance of well-timed released received sufficiently in advance to permit adequate exploitation and planning; and the importance of providing pictures that have sufficient appeal to the youthful audiences who make up an important part of patronage.

Adler said there are two major problems which keep Hollywood from realizing its full possibilities: the scarcity of acceptable story material and the salary demands of certain people in the industry. He then outlined what is being done in the w of seeking to solve each.

On story material the produc said the difficulty was worse tod because the demands of free ent tainment use up more in a week th is written for the screen in five yea Also among picture makers thems ves there is "fantastic competitio for the available supply of stories.

Says 'Crystal Ball' Necessary

"Not only do we have to compe for material at staggering costs," said, "but we have to be more an lytical in our judgment than ev before." He described the "cryst ball gazing" necessary in analyzi a book or a play in advance of pu lication or production since after th become hits "the cost is usually pr hibitive."

As a solution 20th-Fox is creatin its own material in a program wher by authors are commissioned to wri stories based on original ideas. Adl called this the "invention" of be sellers.

Defends Stars

Turning to the "controversial problem of the salary demands c certain people in the industry, th Fox executive said these persons "de mand huge sums against percentage of the gross or profits." He admitte they have a right to demand what the can get and "if anyone is to b blamed for the prices paid in Holly wood, it is us. We are free not t make the deals if we do not believ they are desirable or economicall correct."

He then explained several reason for the situation, especially the ta vulnerability of people earning hig salaries in the production branch o the industry.

Seeking New Talent

To meet this problem, Adler said 20th-Fox is investing heavily in new talent, creating a new division especially to test it. "And our program," he declared, "I am happy to report is paying off."

A brochure listing 60 personalities now under contract in one form o another to 20th-Fox was distributed to the exhibitors. Of these 60, 29 are new to the screen, Adler told the exhibitors.

He called on his listeners to "do your part" in putting the newcomers across. "We must depend on you," he said, "to take a gamble with us and give these new personalities a chance for public approval." He also cited the request of the American Congress of Exhibitors that new talent be developed.

Points to 1960 Plans

In conclusion Adler said that Hollywood in general has "lined up a tremendous schedule of productions for 1960 release" and 20th-Fox has its "most ambitious" program in years. His company will deliver a minimum of three pictures a month, he pledged, and 12 to 15 exploitation features from Robert Lippert.

Adler listed titles of 30 top films coming from 20th-Fox in the next 13 months.

Flat Screen

(*Continued from page* 1)

commendations made by the coun-, formed early this year under the spices of Theatre Owners of nerica, at its meeting in conjunc-on with the annual TOA convention re this week.

In other resolutions, the council lled for closer cooperation with the otion Picture Research Council in ollywood so that the recommenda-ons of exhibitors, equipment dealers d manufacturers and supply firms uld be coordinated with the actual oduction of films in Hollywood, and lled for a meeting in April with e Society of M. P. and Television ngineers in order to stress coordi-ation on standardization of projec-on ratios and sound levels for each the various wide screen systems; d again in September with TOA hen it holds its annual convention Los Angeles in order that it may ek closer coordination with the M. P. Research Council.

Magnetic Sound Tracks Urged

The council's fourth resolution rged more films with magnetic sound acks, and called upon Hollywood provide more stereophonic sound, ecause it is superior to optical sound, ore attractive to theatre patrons, d to supply the means of utilizing ereophonic equipment presently go-g unused in theatres for the most art.

The council is composed of repre-entatives of TOA, SMPTE, Theatre quipment Dealers Association, The-tre Equipment and Supply Manu-acturers Ass'n., International Alli-nce of Theatrical Stage Employees nd Motion Picture Machine Opera-ors, Altec Service Co., Lorraine Car-on Co., National Carbon Co. and CA Service Co.

Kerasotes Stays on Council

Wide acceptance and enthusiastic xhibitor support of the program herein the council members furnish ree technical service to any exhibi-or who wants to improve his projec-ion or sound was indicated both by he reports of participating firms, and by George Kerasotes, who presided t the meeting as council president. This post will now be assumed by Albert M. Pickus, new TOA president. Kerasotes will continue as a council nember.

The council stated its belief that 70mm films, properly presented were far superior to 35mm presentation and that 4- and 6-track sound was equal-y superior to optical sound. It ap-plauded 20th Century-Fox as the only company consistently providing stere-ophonic magnetic sound, and urged all companies to provide magnetic prints on at least its major pictures as a further means of convincing the public that motion picture presentation is unique.

A program involving new mailings to all theatre owners stressing that the service is free, and seeking the cooperation of the industry's trade press to make it easy for theatre owners to apply for such service, was adopted in order that this service could be continued and expanded.

The council also agreed to draft a program to point out to exhibitors the financing and tax depreciation aspects of purchasing new equipment, referring particularly to theatres with obsolete equipment which cannot properly present today's product in wide screen ratios.

Closer Relations Sought

Closer working relations with the Research Council will be sought to secure standardization both of projection and sound in the 55, 65 and 70mm pictures now presented, and to assure better presentation. The council decried the present bottleneck in 70mm growth, declaring that distribution's current policy of destricting prints and initial runs was deterring exhibitors from making the large investment for 70mm equipment. At the same time it was stated that the present high print costs on 70mm films could be reduced materially if volume were achieved.

EAST COAST PRODUCTION
EDITORIAL AND TECHNICAL SERVICES
FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION
JOSEPH JOSEPHSON Circle 6-2146 45 West 45th St. New York 36

Television Today

Who's Where

Sam F. Hill, Jr. has been named manager of the Los Angeles office of CBS Television Spot Sales, it was announced by **Bruce Bryant**, vice-president and general manager, CBS Television Spot Sales. The appointment is effective on Nov. 23. Hill has been an account executive in the New York office of CBS Television Spot Sales since May, 1957.

□

The appointment of **Keith Culverhouse** as assistant to the operations director of sales promotion and advertising for the CBS Television Network, effective immediately, was announced by **George Bristol**, operations director of sales promotion and advertising.

□

Berton Schneider has been named assistant to **Jerome Hyams**, vice-president and general manager of Screen Gems, was announced by Hyams. Schneider was promoted to his new post from the business affairs department, which he joined in 1955, after one year as a production assistant in Screen Gems' commercial department. Before joining Screen Gems in 1954, Schneider was a production assistant for **Sam Katzman**, independent producer of feature pictures for Columbia Pictures.

British Seek Booking Clause Against TV

From THE DAILY Bureau

LONDON, Nov. 12. — In a new move in its fight to keep feature films off television, the Kinematograph Renters Socicty will explore the possibility of inserting a clause in all future booking contracts specifying that the picture involved could not be televised for a certain period of years.

KRS is studying this possibility at the instigation of the Cinematograph Exhibitors Association. CEA feels also this would be a safeguard in the future against television production companies "cashing in" on the Production Fund for theatrical films by booking their TV pictures in theatres first.

Meanwhile in another action in the fight against TV, a circular is being distributed by CEA to its members listing 37 pictures produced by David O. Selznick. The producer is being boycotted by the organization for releasing some of his product to TV.

Included on the list are "Gone With the Wind," which is released by M-G-M, and "A Farewell to Arms," released by 20th Century-Fox.

Both distributors have protested this action to CEA which replied that it is prepared to "whitewash" certain films if it is proven that Selznick is now no longer connected with them. However, CEA will insist on removal of the producer's name from all credit titles.

CBS 9-Month Sales Reach $318,291,438

Consolidated net sales of Columbroadcasting System, Inc., reached a new nine months' high of $318,291,-438 during the 39-week period ended Oct. 3, 1959, it was announced by William S. Paley, chairman of the board, and Frank Stanton, president. This is an increase of 5.8 per cent over the $300,738,926 reported for the 40 weeks in the first nine months of 1958.

Income for the first nine months of 1959 was $17,496,934 or $2.15 per share. This compares with $16,522,-462 or $2.10 per share reported for the first nine months of 1958. Per share earnings are calculated on the average number of shares—8,129,481 in 1959 and 7,881,400 in 1958—outstanding during the respective nine months' periods.

musifex co
45 w. 45 st. n.y.c.
new background music
ci-6-4061-2

REPORT TO THE INDUSTRY

THE National Audience Board is pleased to present a progress report of its services to the industry on the occasion of its fifth anniversary. The Board evaluates public reaction to television programming on a non-profit basis and acts as a liaison between the public and the industry.

AT the invitation of the United States Department of State, two NAB delegates attended the recent UNESCO Denver conference devoted to cultural relations between the U.S.A. and South America. In addition, the Board recently announced the appointment of Hajime Ishii as its representative in Japan.

MORE than 1000 civic leaders voted on 260 programs presented during children's viewing hours, resulting in a report highly favorable to the industry but containing constructive criticism of value to the public.

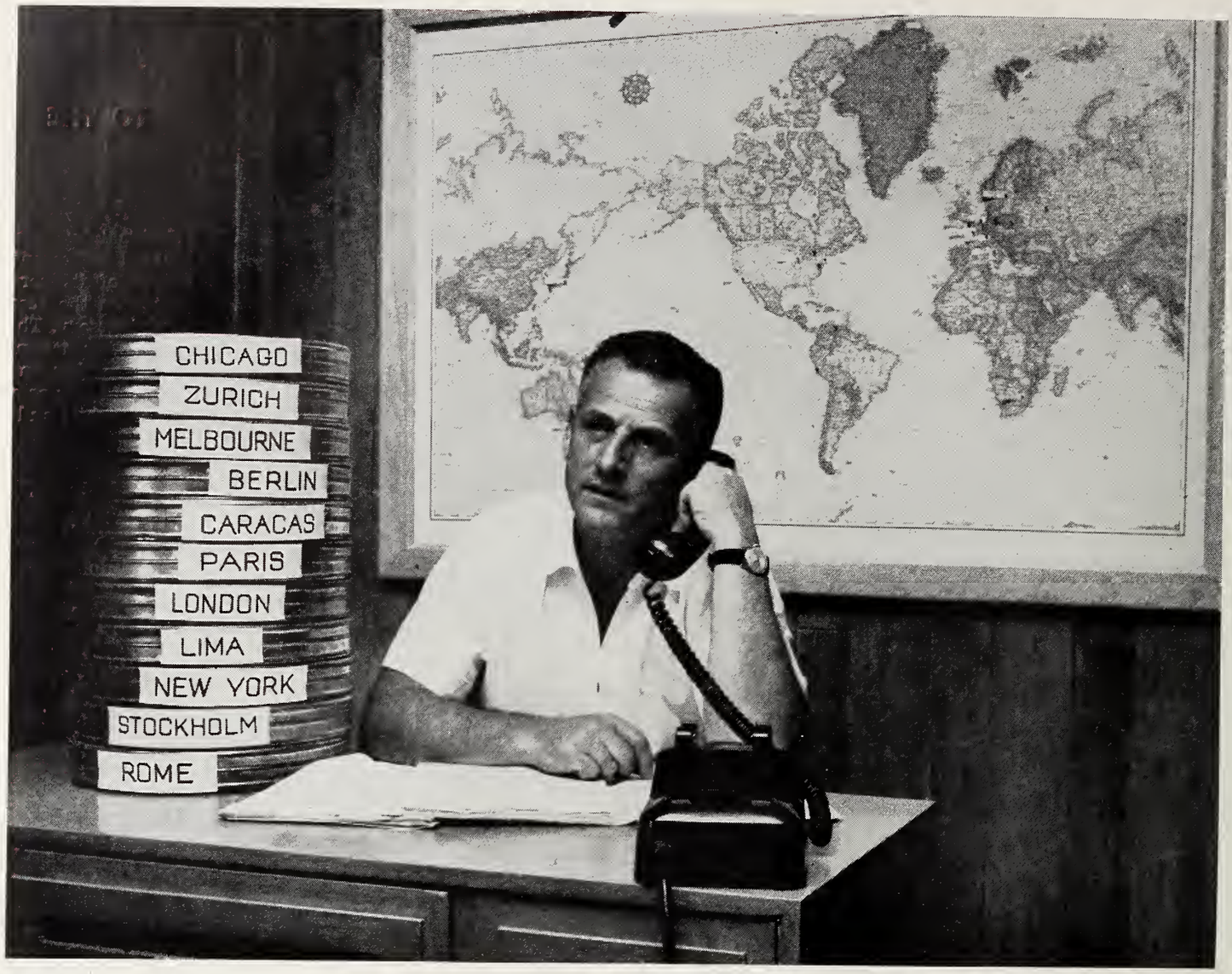
OUR Newsletter has carried articles by the United States Information Agency and the Federal Trade Commission, as well as feature stories devoted to RCA color and the news departments of CBS and ABC. Such outstanding sponsors as Chrysler Corporation and Chevrolet have asked the Board to evaluate their programs.

WE have also previewed pilot films of well known independent producers. To defray expenses, the Board charges a nominal fee of $100 per city for previews. Rates for national and regional surveys will be quoted on request.

National Audience Board
TELEVISION RADIO

New York Headquarters
152 East End Ave., New York 28

Los Angeles Headquarters
190 N. Canon Dr., Beverly Hills, Calif.



"The importance of trailers is universal and knows no geographic boundaries. All over the world, trailers are our most effective showmanship medium."

Stanley Kramer
Producer of "On The Beach"

Stanley Kramer, producer of "On The Beach," starring Gregory Peck, Ava Gardner, Fred Astaire and Anthony Perkins, readies coming attraction trailers of the forthcoming United Artists release for shipment to 18 key cities of the world on six continents to herald the simultaneous world premiere on December 17th.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 95 NEW YORK, U.S.A., MONDAY, NOVEMBER 16, 1959 TEN CENTS

EDITORIAL

TOA Convention

By Sherwin Kane

THEATRE OWNERS of America's 12th annual convention in Chicago last week was well planned and organized and deservedly drew one of the largest registrations of exhibitors of any convention in recent years. This result was due, in part, of course, to the added attraction of the trade show and convention of National Assn. of Concessionaires.

The program offered a wide variety of informative addresses on all phases of industry activities and interest, not overlooking the new season production plans of all national distributors; the problems of the production community as set forth so clearly by Buddy Adler; the technical side of theatre housekeeping, as embraced in plans and activities of the Council for the Improvement of Theatres and Motion Picture Projection.

There was proper attention at the convention to both the problem of finding and developing new talent and to greeting, in person, many of the "new faces" being brought to the fore by the major studios.

There were also the significant remarks to the convention of Robert Bicks, Acting Assistant Attorney General in charge of the Anti-Trust Department, which revealed the first awareness in that sensitive area that conditions in the motion picture industry today are at long last, recognizably different than those which prevailed a decade ago when the industry consent decrees were drawn.

It was in every sense a constructive convention, including as it did valuable forums on film merchandising, on drive-in operations and technical assistance. Any exhibitor who went home without an idea that could be translated either into cash at his box office or its equivalent in the improvement of his physical theatre and its operation, has no one but himself to blame.

Constrated with the old now fortunately outmoded type of exhibitor convention that treated captive delegates to harangues and vituperation in place of constructive leadership and operational assistance, the wonder is that convention attendance was not even greater than it was.

It was an auspicious ending to a dignified, constructive administration under George Kerasotes, and an auspicious beginning for another under the able and popular Al Pickus.

Florida Drive-in Is Court Victor

Special to THE DAILY

MIAMI, Nov. 15.—A Florida supreme court decision handed down last week requires Dade County and the State Road Department to give the Golden Glades Twin Drive-In here a driveway into a limited access Florida Turnpike express feeder road or else compensate it for being closed off by the road.

The drive-in is owned by Max A. Cohen of Cinema Circuit, New York,

(*Continued on page 3*)

Sees Soviet Film Pact Aid to Understanding

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 15.—The exchange of films between the United States and Russia under the present cultural agreement will provide the greatest instrument in effecting closer

(*Continued on page 5*)

Soviet Film Stars Are Entertained Here

The delegation of four leading film stars of the Soviet Union who came to the U.S. last week for the premiere of "The Cranes Are Flying," in Washington, D. C., arrived in New York over the weekend. They came

(*Continued on page 5*)

Walla Walla Approves Admission Tax Cut

Special to THE DAILY

WALLA WALLA, Wash., Nov. 15. —The city commission has approved a 50 per cent cut in admission taxes, relieving somewhat the tax burden of the three theatres here.

The full tax has been budgeted to produce $8,500 in 1960.

Exhibition Response to Trailer Tribute Large

Exhibition has responded in large numbers from virtually every area of the nation to the "Once-in-A-Lifetime Tribute to Trailers" contest, according to Herman Robbins, president and board chairman of National Screen Service.

The trailer contest is an integral part of the National Screen 40th an-

(*Continued on page 4*)

Guinness To Appear In 4 Columbia Films

Sir Alec Guinness has signed his first American motion picture contract, a four-film deal with Columbia Pictures, to be projected over the next five years, A. Montague, Columbia executive vice-president, announced here Friday at a conference held for

(*Continued on page 4*)

Eastman Participation in 'Oscar' Telecast Expected to Include Promotional Tie-Ins

While Eastman Kodak's plans for tying-in to the Academy Awards presentation telecast scheduled for next April 4 have not been developed in detail yet, the Motion Picture Assn. of America, in confirming Eastman's financial participation in the sponsorship of the event for the first time, said it is expected that the company will join with the industry in an all-out effort to back the program in its advertising and distribution activities.

Also, it was emphasized that Eastman's participation in no way changes the plans for the "Oscar" telecast program which, as in the past two years under industry sponsorship, will carry no interrupting commercials during the scheduled hour and a half. It is reported that the Eastman contribution as its share of the cost of the telecast will be a flat sum of $100,000.

Eastman decided last week to participate following a presentation made by Charles Simonelli of Universal Pictures, as chairman of the MPAA advertising-publicity directors committee, to Eastman advertising-publicity heads in Rochester. Accompanying him were Robert Ferguson, Taylor Mills and Charles McCarthy. Eastman's tie-in is expected to be primarily in the huge advance promotional campaign which encompasses screen and many other media for selling the telecast to the public.

Interim Report

Reactions to Conciliation Not All Rosy

Many Exhibitors Seriously Voice Valid Complaints

While even dissatisfied exhibitors refrain from condemning the operation of industry conciliation too vigorously at this stage, there is far more widely spread skepticism about its value than the favorable publicity the system has received to date would lead the average industry member to believe.

This situation is due largely to the fact that up to now only the more spectacular conciliation results have been made public by individual exhibitors, distributors and the American Congress of Exhibitors. These have included film rental and other strategic relief extended to exhibitors as the result of conciliation in a degree which permitted a closed theatre to reopen or a theatre in danger of closing to continue operating.

On the other hand, the reactions

(*Continued on page 2*)

V.C. Officers, TOA Heads At O'Donnell Services

Special to THE DAILY

DALLAS, Nov. 15. — Officers of Variety Clubs International and directors of Theatre Owners of America acted as honorary pallbearers at the funeral services here yesterday for Robert J. O'Donnell, famed Dallas showman. A requiem mass was cele-

(*Continued on page 4*)

Big TV Campaign Set For Fox's 'Journey'

20th Century-Fox announced at the weekend it has devised the most extensive campaign in its history for "Journey to the Center of the Earth," based on the Jules Verne classic. The campaign will be fashioned on three

(*Continued on page 5*)

TELEVISION TODAY—page 5

PERSONAL MENTION

PAUL N. LAZARUS, Jr., vice-president of Columbia Pictures, and JONAS ROSENFIELD, Jr., Columbia's executive in charge of advertising-publicity, have left New York for meetings with Midwest exhibitors. LAZARUS is in Cincinnati today; ROSENFIELD in Detroit.

•

LEON ROTH, vice-president of the Mirisch Co., arrived in New York over the weekend from the Coast.

•

WILLIAM DOZIER, vice-president of Screen Gems in charge of West Coast activities, has arrived in New York from Hollywood.

•

JAMES V. FREW, Southern division manager for Continental Distributing Corp., Atlanta, has returned there from Oklahoma City.

•

RAY STARK, who will produce "The World of Suzie Wong" for Paramount, arrived in New York yesterday from London.

•

ED REMIG, special representative for American International Pictures, was in Atlanta from New York.

•

FESS PARKER has arrived in New York from Hollywood.

•

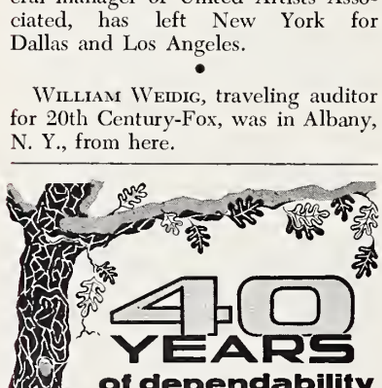
EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres; BERNARD LEVY, his assistant, and AL SICIGNANO have returned to New York from Detroit.

•

BOB RICH, vice-president and general manager of United Artists Associated, has left New York for Dallas and Los Angeles.

•

WILLIAM WEIDIG, traveling auditor for 20th Century-Fox, was in Albany, N. Y., from here.



6 Join Committee for Youngstein Tribute

Robert S. Benjamin, Harry Brandt, Bartley C. Crum, Charles Einfeld, Simon H. Fabian and Moss Hart have joined the honorary committee for the Health for Peace dinner honoring Max E. Youngstein on Dec. 14 at the Hotel Biltmore, it was announced by Louis Nizer, general chairman for the event.

The dinner, sponsored by the Children's Research Institute and Hospital in Denver, will be highlighted by a special dramatic program featuring prominent scientists, entertainers and public figures, who will give support to the coordinated research attack against disease.

Ike Jones Is Appointed By Belafonte Prods.

Ike Jones, a former executive of the Hecht-Hill-Lancaster company, has been named a producer and a vice-president of HarBel Productions, it was announced by Phil Stein, executive producer of Belafonte Enterprises.

Jones announced that the company is now actively seeking material for the six productions that HarBel has contracted to produce for United Artists, which will star Harry Belafonte. HarBel is also seeking properties for their newly formed television division, and for feature films in which Belafonte will not appear.

Allied to Present 3 Awards at Convention

Special to THE DAILY

MILWAUKEE, Nov. 15.—Three awards honoring the industry man of the year, the showman of the year and the producer of the year will be presented on the last night of Allied State's Association outdoor and indoor theatre convention at the Eden Roc Hotel in Miami Beach, it was announced at convention headquarters here. The convention will take place Dec. 7 through 9.

Allied has formed a special committee to devise the machinery to select the persons to receive awards in the three categories.

Columbia's 1960 Slate To Be Told Wednesday

From THE DAILY Bureau

HOLLYWOOD, Nov. 15.—Samuel J. Briskin, Columbia Pictures vice-president in charge of West Coast activities, will reveal the company's 1960 production program to a group of 100 leading Southern California exhibitors on Wednesday at the Ambassador Hotel. The meeting will be hosted by Norman Jackter, Columbia division manager for the Southern California and Rocky Mountain area.

Wald Here for Bow Of 'Infidel' Tomorrow

Producer Jerry Wald will personally head an array of entertainment world notables who will attend the benefit premiere of his production of "Beloved Infidel" at the Paramount Theatre here at 8:30 P.M. tomorrow. Wald will arrive in New York today to participate in the pre-premiere planning of the 20th Century-Fox release.

At the opening, being sponsored by the Damon Runyon Fund, Wald will be joined by Sheilah Graham, the Hollywood columnist whose life story is depicted in the film. Also on hand will be an array of 20th Century-Fox's new young stars, including Barrie Chase, Stephen Boyd, Diane Baker, Stuart Whitman and Carol Lynley.

International press coverage of the event will be afforded by the NBC radio network, the Voice of America, and Armed Forces Radio Service. NBC's "Monitor" will chat with arriving celebrities for nationwide transmission. Movietonews will film the opening for servicing to TV stations throughout the world.

Legion Classifies 5; Condemns 'Lovers'

The National Legion of Decency has placed the French film, "The Lovers" in its Class C, Condemned, category. At the same time the Legion this week classified four other pictures.

In Class A, Section I (for general patronage) is "Masters of the Congo Jungle." In Class A, Section III (adults) are "House of Intrigue" and "Operation Petticoat." Placed in Class B (morally objectionable in part for all) is "Li'l Abner." The Legion objected to the latter as follows: "Suggestive costuming; in addition the film contains elements that are morally unacceptable in a mass medium of entertainment."

On "The Lovers," the Legion says: "The blatant violation of Judaeo-Christian modesty and decency which permeates the development of the theme of this film is a serious threat to public and private morality."

All Allied Artists Officers Are Reelected

From THE DAILY Bureau

HOLLYWOOD, Nov. 15.—All present officers of Allied Artists were reelected at a board meting following the annual stockholders meeting here late last week.

The directors also authorized payment of a quarterly dividend of 13¾ cents per share on the company's 5½ per cent cumulative preferred stock. Payment will be made Dec. 15 to stockholders of record Dec. 3.

Conciliatio

(*Continued from page* 1)

obtained from exhibitors in wide scattered locations indicate that i every case such as these, there m be five or six or more for which t conciliation results were far less sp tacular or, in fact, which left t exhibitor frankly disappointed.

Even worse, there seems to be lack of instances in which the exl bitor is of the opinion that even t approach to his problem was cau for complaint. This, despite the we advertised fact that company pre dents have expressed a personal i terest in having their field sales forc make a genuine effort to have co ciliation succeed.

Say Some Managers Discourteous

There are many stories being to of branch managers who have u braided exhibitors for naming seve theatres and several distribution co panies in their letters requesting co ciliation, despite the fact that t conciliation rules do not bar such procedure. Exhibitors say they ha been asked why they didn't nar one theatre at a time, or why th hadn't approached distributors sing and in alphabetical order.

One exhibitor pointed out that h he followed the procedure one bran manager desired of naming only o theatre at a time, he would be e gaged in conciliation for several yea to come.

Such exhibitors are not the on with unreasonable, one-sided, or eve foolish complaints. Those comprise separate class, even more dissatisfi than the reasonable exhibitor.

Example Cited

In this separate category are man exhibitors who by no stretch of th imagination could be considered be "distressed cases," and who a conciliation of complaints that AC and the Motion Picture Associatio never intended to have the syste apply to. A typical example of th latter is a request to conciliate "floored" picture, one on which percentage or rental has been s below which it cannot be sold an where in the country.

The impression at this stage is in escapable that while conciliation a ready has won many friends an champions, there are no inconside able number of justifiably disill sioned.

New 'Sheba' Booking

The second domestic roadshow en gagement of Edward Small's "Solo mon and Sheba" will be held at th Nelson Theatre in Ottawa, Canad on Dec. 25. The UA release, pre viously was announced as the Christ mas attraction at the new Loew Capitol Theatre here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Wasbington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TENT TALK

Variety Club News

DALLAS—Tent No. 17 elected new ew members at a buffet dinner in e Adolphus Hotel. They are Louis igdon, Meyer Rachofsky, John owley, Gordon McLendon, Jimmy itchard, Phil Isley, Wilbur Marall, Charles Weisenburg, William . Williams and Harold Novy. Serv- g on the associate board are Jack lum, Ed Gall, Norman Teguns and obert Slaton. The new crew met ortly thereafter and reelected Isley chief barker. Others reelected are achofsky, dough guy; and Marshall, roperty master. Taking office are Veisenburg, first assistant chief arker; and Novy, second assistant.

△

PHILADELPHIA — Tent No. 13 ill stage its annual installation din- er at the Bellevue-Stratford Hotel n Jan. 19, at which time Martin llis will be installed as chief barker, ogether with other newly-elected ofcers.

△

CHICAGO—William G. Margolis, f the Harlem Globetrotters, has been eelected for a third term as chief arker of Tent No. 26. Other officers re: Nat Nathanson, first assistant; Dan Goldberg second assistant, Harl Balaban dough guy, and Sam evinsohn, property master.

△

ALBANY, N. Y.—The first general neeting of the Variety Club under its ew officers will be held Nov. 17, and vill be preceded by a buffet supper. t has also been announced that a Kings for a Day Dinner" will be eld in December and the annual Heart Fund Dinner in January.

△

BUFFALO—Tent No. 7 has elected s directors for the coming year: Alred E. Anscombe, Melvin Berman, Bernie Burns, Jack Chinell, Nathan Dickman, Michael Ellis, Jr., Gerald R. George, Myron Gross, James J. Hayes, Marvin Jacobs and Dewey Mihaels. These directors will meet hortly to elect officers for the year.

△

ATLANTA—Crew members elected by the local Variety Club for the coming year are: George Kreeger, George Jones, Jon Farmer, George Mayer, W. K. Laird, Frank White, Willard Kohorn, Hal Aronson, Leonard Berch, Charles Dilcher, Jim Dodd and R. W. Tarwater.

IATSE Worker Dies

DALLAS, Nov. 15.—Funeral services for Mrs. Louise Wright Rasmussen, 55, the only woman vice-president in IATSE history, were held here Thursday. Mrs. Rasmussen, who died last Tuesday, was for 20 years a film inspector in the Dallas M-G-M office, and also served as business agent for Dallas Film Exchange Local B53.

Florida Drive-in Is Winner

(*Continued from page* 1)

and Tom J. Connors of New York. They acquired it from George Hoover of this city about a year ago. Ben Schreiber is the manager.

The state supreme court decision ends more than two years of litigation which began with a decision in favor of the drive-in theatre in Dade circuit court in August, 1957. Dade County, the State Road Department and Florida Turnpike Authority won a reversal in the district court of appeals. The theatre took the case to the supreme court where it lost again but a rehearing was granted. It was this decision, a final one, which was handed down in favor of the drive-in's owners last week.

The decision means that Dade County must file a condemnation suit to get title to a 14-foot strip of road and pay for the theatres' financial losses traceable to the road frontage isolation. The expressway feeder construction closed one of the theatre's driveways a week after the suit was filed and closed the other four months later.

One of the theatres had been closed for a year while patrons of the other were guided on a frontage road. The theatre owners say that while the actual value of the 14-foot strip is about $20,000, their $600,000 investment was ruined because the installations were designed for direct access, with State Road Department and county approval of the plans.

'Alamo' World Premiere To Celebrate Westerns

A commemoration celebrating the golden anniversary of the western film is being planned in connection with the world premiere next year of Batjac's "The Alamo," now shooting on location in Brackettville, Texas. Every available western star, from the greats of the early era, to the big names of contemporary motion pictures and TV, will be invited to participate.

The celebration will be held in a Texas city and on a date to be designated by United Artists, in conjunction with the roadshow launching of the picture being filmed in Todd-AO and Technicolor.

Three Texas Theatres Get Victoria-X 70mm

The installation of Victoria-X 70/35mm all purpose projection-sound equipment in three Interstate Circuit theatres in Texas is reported by Cinematograph International, Inc., a division of Joe Hornstein, Inc., here.

The Victoria-X was installed by Cinematograph's distributor, Modern Sales & Service, Inc. of Dallas, at the 25th Street Theatre, in Waco, and the Melba and Preston Royal Theatres in Dallas.

Promote Technirama-70

United Artists is distributing more than 10,000 copies of an eight-page, full color brochure describing Super Technirama-70, the new wide-screen process utilized in Edward Small's "Solomon and Sheba." The promotion piece is being sent to newspaper and magazine editors, radio and television representatives, motion picture feature and trade editors and exhibitors in every major market of the world.

U-I Buys Novel Rights

HOLLYWOOD, Nov. 15.—"Kitten With a Whip," a novel by Wade Miller, has been purchased by Universal-International. Robert Arthur will produce the story.

Industry Notables Will Be V.C. Guests Here

A roster of industry-wide notables will be honor guests at the installation luncheon of Variety Club, Tent No. 35, to be held in the Grand Ballroom of the Hotel Astor tomorrow. Harry Brandt, incoming chief barker, will be installed, and Ira Meinhardt will be honored as retiring chief barker. Jack Levin is luncheon chairman.

Peter Palmer, star of Paramount's "Li'l Abner," and Diane Baker, 20th-Fox starlet, will join other celebrities on the dais, including Charlton Heston and Stephen Boyd of M-G-M's "Ben-Hur."

Also on the dais will be Harry Brandt, Richard Brandt, Max A. Cohen, Ned E. Depinet, Russell Downing, Edward Fabian, Walt Framer, Emanuel Frisch, William J. German, Morey Goldstein, Alex Harrison, William Heineman, Rube Jackter, Leo Jaffe, Harold Klein and Edward Lachman.

Also, Joseph E. Levine, Ira Meinhardt, Abe Montague, Charles B. Moss, Eugene Picker, Ralph Pries, Dr. Emanuel Revici, Samuel Rinzler, Herman Robbins, Sam Rosen, Fred Schwartz, Benjamin Sherman, Solomon M. Strausberg, Joseph Sugar, James Velde and Richard Walsh.

'Ben-Hur' at $250,000

The advance ticket sale for "Ben-Hur" has passed the $250,000 mark, MGM disclosed at the weekend. At Loew's State here, where the film will have its world premiere on Wednesday, the advance sale has reached $103,428.

Within a week of its New York opening, the William Wyler presentation will open in Los Angeles, Boston, and Philadelphia. The combined advance sale in those cities is reported as having passed $150,000.

Meiselman Re-equipping

JACKSONVILLE, Nov. 15.—Mike Meiselman has closed his first-run Town and Country Theatre for the installation of 70mm. equipment. The house will reopen in mid-November.

PEOPLE

Stanley Kositsky, of United Artists, Philadelphia, has been named president of Motion Picture Associates for the coming year. **David Law**, Warner Brothers, is vice-president; **John Kane**, Paramount, is treasurer, and **Jerry Levy**, Columbia, secretary.

□

Jack Maas, for 12 years a member of the music publishing organization of Warner Brothers, has joined the Hollywood office of Famous-Paramount Music Co.

□

William Shirley, who has represented United Artists in the Buffalo exchange area as promotion representative, and who recently recovered from illness, has been transferred to the U.A. branch in Atlanta.

□

John Johns, formerly in charge of MGM promotion and publicity in the Cleveland and Pittsburgh territories, is now handling the publicity for "Porgy and Bess" at the Palace Theatre, Cleveland.

□

Eli Schwartz, formerly manager of the Parkway Drive-in Theatre, Thoroughfare, N. J., has been named manager of Irwin Hellman's Lincoln Drive-in, near Philadelphia.

□

Earl L. Hubbard, formerly advertising-publicity manager at the Century and Teck theatres, Buffalo, has been named publicity representative at the 20th Century-Fox exchange there, effective Jan. 1. He succeeds **Ralph Buring**.

□

Harry Perelman has leased the 900-seat Ambassador in the West Philadelphia section of Philadelphia, where he will continue his foreign and art film policy.

□

William Goldman, head of William Goldman Theatres in the Philadelphia area, will be honored on Nov. 18 by the Mastbaum Lodge of B'nai B'rith at the Hotel Warwick there. He will receive the lodge's "Man of the Year" award in recognition of his work as chairman of the Mayor's Youth Conservation Commission.

Levine Host for 'Ripper'

Joseph E. Levine, head of Embassy Pictures, will be host at a trade luncheon at the Plaza Hotel here, Nov. 23, at which the promotion story for his "Jack the Ripper" will be told. Paramount will distribute the picture.

Westrex Unit to Todd

HOLLYWOOD, Nov. 15.—Todd-AO Corp. has acquired the existing plant and equipment of Westrex Sound Services, Inc., here.

Trailer Tribute

(*Continued from page* 1)

niversary celebration, which has as its focal theme the importance of trailers to theatre operations. First prize will be $1,000 in cash; second, $800; third, $600; fourth, $400, and a fifth, $200.

Entries may be mailed to the Trailer Contest Editor, National Screen Service, 1600 Broadway, New York, N. Y., through Nov. 27, closing date of the contest. No formal entry blank is required. Entry may consist of a statement, poem, photo, cartoon, newspaper story, audience contest, etc., highlighting the value of the trailer to the box office.

'Grass Roots Outpouring'

"There has been a grass roots outpouring to participate in this tribute to trailers, and the contest entries are remonstrating enthusiastic showmanship on the part of exhibition," Robbins said.

O'Donnell Services

(*Continued from page* 1)

brated yesterday morning in Christ the King Catholic Church, with the Rt. Rev. Msgr. W. J. Bender as celebrant. Entombment was at Hillcrest Mausoleum.

Active pallbearers were Karl Hoblitzelle, Fred F. Florence John Q. Adams, Frank O. Starz, Raymond Willie, Paul Short, Ed Rowley, W. E. Mitchell and James O. Cherrs, all of Dallas; Harry Morris, London, England; Ned Depinet, Sam Dembow, Al Schwalberg, Sidney M. Markley and Ned Shugrue, all of New York City; and actor Audie Murphy.

Guinness to Appear

(*Continued from page* 1)

representatives of the local newspapers.

The first of the four films in the non-exclusive "personal service" agreement probably will begin production late next year, following Sir Alec's appearance in a London stage presentation, according to Paul N. Lazarus, Jr., Columbia vice-president, who also attended the conference on Friday.

Guinness, who said his chores in the films would be limited to acting in them, recently completed "Our Man in Havana," Carol Reed's production for Columbia, which will be released next February. Columbia has distributed previous Guinness films, notably "The Bridge on the River Kwai" and "The Prisoner."

Two New SEG Officers

HOLLYWOOD, Nov. 15.—The board of directors of the Screen Extras Guild has appointed Murray Pollack as third vice-president, and Evelen Ceder as recording secretary, succeeding Paul Bradley and Bess Flowers, who resigned because of pressure of personal activities. Pollack and Miss Ceder will serve until the SEG annual election next May.

• • • FEATURE REVIEWS • •

The House of the Seven Hawks

David Rose—MGM

In "The House of the Seven Hawks," Robert Taylor plays one of those heroes who, although not a professional detective, is forced to become one temporarily to clear himself of a criminal charge. The plot set-up is familiar, but the settings, photographed on location in Holland, are novel; and there is a sufficient number of mystifying story developments to keep spectators reasonably entertained.

Taylor portrays the skipper of a small cruiser which he charters for short trips along the English Coast. His services are engaged by a man who asks Taylor to take him across the North Sea to a small Dutch port. This trip is illegal as Taylor is not licensed to go that far, but the sum offered by the stranger is so handsome he cannot resist.

Quite unexpectedly the man dies, ostensibly of a heart attack, before the destination is reached. The Dutch police claim it is murder, and Taylor is jailed on suspicion. Released on bail, he sets out to clear himself.

The trail leads the hero into contact with all sorts of strange characters, including a femme fatale who claims to be the daughter of the dead man but is not; the real daughter of the deceased; a fastidious little old man who wears perfume and offers Taylor a bottle; a rotund and overbearing Dutchman who heads a gang of thieves; and a treacherous police informer.

Everybody, it turns out, is after the same thing: a piece of paper the dead man had taped on his body which holds the key to treasure buried under the sea. And everybody is so busy double crossing everybody else, it is sometimes hard to keep who is who and exactly what is what straight.

In the end, however, justice triumphs and Taylor, having found the real murderer, winds up with beauteous Nicole Maurey, the dead man's daughter. Linda Christian plays the femme fatale; Donald Wolfit is a Dutch police inspector; and the various scoundrels are enacted by David Kossoff, Eric Pohlmann, and Philo Hauser.

A David E. Rose production, the film was directed by Richard Thorpe from a screen play by Jo Eisinger. The story was derived from a novel by Victor Canning, "The House of the Seven Flies." In the last part of the picture film with a blue tone is used, starting with the sequence in which Taylor and Miss Maurey board a boat to go after the sunken treasure.

Running time, 106 minutes. General classification. Release, in November.

RICHARD GERTNER

The House of Intrigue

Allied Artists

HOLLYWOOD, Nov. 15

This intriguing foreign import, well-dubbed in English and expertly photographed in color, with unusual backgrounds of Holland, maintains its interest in a story of spies and counterspies chiefly through the performances of its principals, Curt Jurgens, Dawn Addams and Folco Lulli. Duilio Coletti, who produced and directed, drafted some exciting, suspenseful scenes with his screenplay collaborators, Ennio De Concini, Giuseppi Scoponi and Massimo Mida, from the H. J. Giskes novel, "London Calling North Pole."

Based on a true incident, the story deals with a hoax perpetrated by Jurgens, a high ranking German Intelligence officer during World War II, as a result of which he is able to capture a number of British spies. Possessing the knowledge of a secret wireless code, Jurgens, who effects the escape to London of Dario Michaelis, a member of British Army intelligence, romantically pledged to Miss Addams, also an officer in the intelligence unit, forces one of his captured spies to transmit a message which would indicate that Michaelis is a traitor.

Miss Addams pleads for a chance to clear her fiance's name. Making her way through a German-patrolled beach barricade, she makes contact in Amsterdam with Lulli, a turncoat leader of the Dutch underground, who arranges a meeting between her and Jurgens. Jurgens and Miss Addams are surprised to learn of each other's true identity, despite an enjoyable interlude earlier in Spain when Jurgens expressed a sincere fondness for her.

Jurgens, knowing of Miss Addams' true love for Michaelis, arranges a safe escape for her with information that will serve her purpose. Jurgens later finds himself under military arrest for attempting to protect the British spies from the firing squ

With little bearing on the sto the film receives its title from brothel-type inn patronized by G man officers and serving as an "e erating retreat" for Lulli. Gabor I gany was director of photograp and the impressive music score w by Nino Rota.

Running time, 94 minutes. Gene classification. Release, in Decemb

SAMUEL D. BER

Aren't We Wonderful?

Goldsmith

From the moment the credits fla "any resemblance to real persons intentional," the tone is set: a bitt sweet history of Germany from 19 to now. The producers have comm ted themselves to "warn the livin that simple decency needs consta attention in the Germany of the p 45 years. Its barbed wit combin with an engaging intimacy create film that should appeal to art hou patrons, and word of mouth, by indications, should be enthusiastic. the picture's country of origin, t Berlin Film Festival dubbed it t best film of 1958, while the Mosc Film Festival cited it for outstandi artistry.

The careers of two friends, fro childhood to middle age, provi the plot. One is a man of steady goo will trying to work out his love-li and profession while radical politic events thunder at the window; t camera gives his scenes a certain pe sonal quality against the general u roar. Hansjorg Felmy plays the ro with a brilliant sense of the winnin good humor and sensitivity the pa requires.

As Felmy's friend, the opportuni who is proud of his ability to "ber with the wind," Robert Graf projec wild and conscienceless fun, wi frightening overtones. Graf's scen are all satirically designed to show world gone mad. The Berlin Fest val of 1958 selected him as the be actor of 1958 for this role. Johann von Koczian plays Felmy's wife, an she brims over with love and whole someness. Leisl Karlstad and Micl Lang are superb in bringing to li an understanding wife and a husban living on imagined glories.

Great creativity was exercised b producer and director Kurt Hoffma in his use of scene-to-scene transitiona devices. The shots throughout ar thoughtfully composed and juxtapose to make the director's point of vie clear. Cameraman Richard Angst han dled his asssigment imaginatively.

Heinz Pauck and Gunther Neu man wrote the screenplay from th Hugo Hartune novel. The team think well in cinema terms and has put to gether a scenario that moves vigor ously, complementing Hoffman' work. Without wasting words the sub titles give the story and dialogue.

Running time, 108 minutes. Genera classification. Release, current.

New Dallas Theatre Bows with 'Intrigue'

Special to THE DAILY

DALLAS, Nov. 15.—Without fanfare, Dallas' first entirely new theatre in 12 years opened its doors to the public with the world premiere of Allied Artists' "The House of Intrigue." Opening night excitement hovered over the Preston Royal, however, with patrons showing their pleasure over having a theatre in their neighborhood by an exceptional attendance record for a weekday night.

Theatre manager Joe Jones reported the 2,000-seat house to be three-quarters capacity. Huge spotlights directed patrons to the theatre site in the Preston Royal neighborhood. There is no other theatre in the plush area of fine shops and beautiful homes.

The Preston Royal is owned by the father and son team of Barton McLendon and Gordon McLendon.

APRC 1960 Plans nfluenced by TV

From THE DAILY Bureau

HOLLYWOOD, Nov. 15. — Citing anges in the industry, affected inly by the advent and growth of evision, the Motion Picture Re-arch Council in its annual report for e year ending Oct. 1, 1959, issued Friday, containing information on w developments, materials, proc-ses and techniques, was indicative new trends on the horizon, as it lled attention to some of the fol-wing future projects with which it ll concern itself in research:

An improved 3-D system, self-reading sound projector, pay-TV stems analysis, standardization of nstruction materials and meth-ls, instantaneous film photography, lor evaluations for TV, water jet ght source and an IATSE video-pe training course.

oviet Film Pact

(*Continued from page* 1)

derstanding between the two na-ons, was the statement made at a ress interview Friday by Nikolai herkasov, spokesman for the Soviet elegation of film stars here on a ief visit to the film capital and isneyland.

Representatives Cherkasov, Sergei ondachuk, Vasili Merkuriyev and at-ctive Miss Elina Bystritskaya, who ew here from Washington, D. C., llowing Thursday's premiere of The Cranes Are Flying," first Russian m to be shown under the cultural greement, made the following report the question period with press:

Russian actors are required to en-age in legitimate theatrical work etween films. Actors are graded on eir talents and receive classified ompensation accordingly from the overnment.

Miss Bystritskaya, not classified as top star, said she received the equiv-lent of $200 for a day's work in films. here are no actors agents in Russia.

total of 500 films, consisting of horts, documentaries and approxi-ately 120 features are produced an-ually in the USSR.

Claim Gov't 'Hands-Off'

Selection of material for production s not under the influence of the gov-rnment, but left entirely in the hands f the production groups. Russians void details in the depiction of sit-ations involving sex, and classify cer-ain films for "adults only" or "not for hildren under 16."

Radio, television theatre and films o-exist peacefully.

Newer Hollywood names are com-letely unknown in the USSR.

Cherkasov said it was unfortunate hat we did not learn much of each ther in recent years; but forecast a appy development in exchange of ilms and film delegations, pointing ut that "we in the fields of culture ave a noble task in bringing people ogether."

Moscow Critics Praise 'Marty'

United Artists' "Marty," the first top American-made film to be shown in Moscow since World War II, is playing to large audiences in five theatres there and has received favorable reviews from two major critics, *The New York Times* reported at the weekend.

The news report from Moscow said the five theatres were playing to capacity and the reviews were described as "raves." Ilyana Bauman, writing in the Sovietskaya Koltura, organ of the Ministry of Culture, called the writing, direction and acting of "Marty" brilliant. Assessing the meaning of the film she called it a story of rebellion of spiritual purity against petty bourgeoisie."

Likes Absence of 'Beauties'

In Izvestia, B. Galanov pointed to the "spiritual poverty" of Marty's friends and their "wanton" picture books. He was happy, he added, to find a film about simple Americans without "violence, chase scenes, and Hollywood beauties."

Membership Meeting Of Coast SAG Tonight

From THE DAILY Bureau

HOLLYWOOD, Nov. 15.—Ronald Reagan will be installed as president of the Screen Actors Guild at the Beverly Hilton Hotel Monday night, which is scheduled for the annual Hollywood membership meeting of the guild. Reagan has served previous terms as guild president from 1947 to 1952.

Delegations of guild members from New York, Chicago, Boston and San Francisco will also attend.

The SAG board and negotiating committee will report on proposals for improvements in the guild's contract with theatrical motion picture producers, which expires Jan. 30. The major proposal is for the creation of a welfare and pension plan for film players.

Other subjects to be discussed include television residuals, electronic tape, guild finances and the issue of the proposed merger of performers' unions.

Soviet Stars

(*Continued from page* 1)

from Hollywood where they were entertained by the Association of Motion Picture Producers and the Screen Actors Guild. They visited the major studios, met many American film stars and visited Disneyland.

During their stay in New York as guests of the Motion Picture Association of America, they will attend the new Rodgers and Hammerstein musical, "The Sound of Music"; the Metropolitan Opera; and will meet leading personalities of motion pictures, the stage and film and theatre erities at a reception in their honor. They will also be greeted by officials of the United Nations during their visit to the U.N. Building today. They will return to Moscow tonight.

Television Today

Mandour Joins Green In Production Company

Special to THE DAILY

HOLLYWOOD, Nov. 15. — Med Mandour and Harold Green today announced the formation of Mandour-Green Productions here, and added that the firm's first project will be a television series portraying the lives and exploits of the holders of the Congressional Medal of Honor.

Mandour, who was technical advisor for "The Ten Commandments," also announced the completion of "The Magic of Sinbad," a feature film produced by Mandour International.

Hour-Long TV Show To Promote 'Alamo'

Special to THE DAILY

BRACKETTVILLE, Tex., Nov. 15. —Filming is under way here for an hour-long television show about the making of John Wayne's "The Alamo," now before the Todd-AO cameras for motion picture theatre presentation on a roadshow basis.

The program will be seen on NBC sponsored by Pontiac. It will show "The Alamo" in production and will feature its stars, headed by John Wayne, who is also producer-director of the Batjac production which United Artists will release.

New Hollywood Office Set for Trans-Lux TV

From THE DAILY Bureau

HOLLYWOOD, Nov. 15.—Effective immediately the West Coast division of Trans-Lux Television Corp. has moved to its new location at 6253 Hollywood Boulevard here. Murray Oken, Western division manager will headquarter at the new office.

Bader Leaves Atlantic

David A. Bader, vice-president of Atlantic Television, has resigned from the corporation, effective this week Bader's new production and distribution plans will be announced within the next two weeks, following a trip to Toronto and Hollywood.

Beers in TNT Post

John L. Beers has been appointed manager of the new Midwestern Division of Theatre Network Television, Inc., covering territory that includes Michigan, Illinois, Indiana, Wisconsin and Ohio, it was announced by Nathan L. Halpern, president of TNT.

Big TV Drive

(*Continued from page* 1)

levels—teenagers, children and the family to assure a maximum penetration of the audiences at which the film is aimed.

The company has prepared a group of television trailers comprised of four sets of 60- and 20-second spots. Two of these are especially primed for children and one each for the teenage and family groups.

In addition, two special educational subjects, four-and-one-half and three-and-one-half minutes in length, have been made available free to theatres which can place them on their local television stations. These publicity trailers also may be serviced to grade schools, high schools, adult education centers, boys' clubs, science classes, libraries and any other public service organizations that desire them.

As an example, three TV stations in Atlanta, WSB-TV, WLWA-TV and WAGA-TV, already have made commitments to feature these "shorts" on their shows.

Enterprises Division Is Created by NBC-TV

Creation of an enterprises division of the National Broadcasting Company to keep pace with the company's increasingly diversified international and domestic activities was announced by Robert W. Sarnoff, chairman of the board of NBC.

At the same time, Sarnoff announced that the NBC board of directors has elected Alfred R. Stern, vice-president in charge of the enterprises division. Stern formerly was director of international operations for NBC. He will continue as chairman of the board of NBC International, Ltd.

"NBC is constantly exploring new areas in which the company can expand its services and business opportunities," Sarnoff said. "The creation of the enterprises division of NBC will centralize all the company's activities in these areas—both foreign and domestic—into one operating division for their most productive development."

The two major operating units of the enterprises division will be domestic enterprises and international enterprises. A primary responsibility of domestic enterprises will be the investment diversification program of the entire company.

C and G film effects, inc.
HUGO A. CASOLARO MARTIN GOTTLIEB
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

UNITED AIR LINES

DC-8

JET MAINLINER, BY DOUGLAS

ONLY UNITED AIR LINES FLIES THE DC-8

BEST OF THE JETS COAST TO COAST

Newest, roomiest, quietest of the jets. This is United Air Lines magnificent, new DC-8 Jet Mainliner®. It's the only jet designed specifically for you, the passenger. It introduces a new standard of comfort and convenience unmatched by any other airliner. Choose de luxe First Class or thrifty Custom Coach service. Fly the DC-8 now; call United Air Lines or see your Travel Agent.



THE BEST OF THE JETS . . . PLUS UNITED'S EXTRA CARE

Wider, high-backed seats create a kind of private compartment



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 96 NEW YORK, U.S.A., TUESDAY, NOVEMBER 17, 1959 TEN CENTS

On Dec. 10

Vote Set on Loew's Circuit Option Plan

Election of Directors And Voting Proposal on Agenda

A restricted stock option plan and the granting of options to six officers of Loew's Theatres will be voted upon at the first annual meeting of stockholders since the company was separated from Loew's, Inc. The meeting will take place on Dec. 10 at the State theatre here.

In a meeting notice sent out yesterday stockholders were also advised they will be asked to elect directors and take action on a proposal of two stockholders to adopt cumulative voting for all elections of directors.

The restricted stock option plan for

(*Continued on page 6*)

'Ben-Hur' Products Seen Hitting $20,000,000

"Ben-Hur" is being backed by a merchandise campaign expected to promote $20,000,000 in retail sales.

Announcement was made yesterday at Loew's State Theatre here by Stone Associates, MGM-appointed sponsors of the exhibit of hundreds of consumer items—including many for adults—placed on display in a "Ben-Hur" area of the theatre's mezzanine.

Products ranging in price and design from ten-cent toy ballons to exclusive "Ben-Hur" home furnishing

(*Continued on page 6*)

Simonelli Joins Compo Planning Committee

Charles Simonelli, assistant to the president of Universal Pictures, has accepted an invitation to become a member of the Compo program planning committee, it was announced yesterday by Charles E. McCarthy, Compo executive secretary.

Other members of the committee,

(*Continued on page 4*)

TELEVISION TODAY—page 6

'Good Taste' Is Key to Handling 'Controversial' Subjects: Lazarus

Special to THE DAILY

CINCINNATI, Nov. 16.—Columbia Pictures is not affraid to tackle "controversial" or "provocative" subjects, believing the public will accept them if handled with "good taste," Paul N. Lazarus, Jr., Columbia vice-president, said here today.

He spoke at a meeting with leading exhibitors in this territory, the third in a series of visits by top Columbia executives to every area in the country to describe the company's product for 1960.



Paul Lazarus

Columbia has put no restrictions on subject matter for films it will make, Lazarus said. The company has "demonstrated on

(*Continued on page 2*)

Trust Suit Settled; Change Availability

Special to THE DAILY

PROVIDENCE, R. I., Nov. 16.—An anti-trust suit filed June 13, 1955, in the U.S. District Court here has been settled out of court for an undisclosed sum, reported to be in six figures, and a drastic change in availabilities.

Elsa Amusement Company, operating the Park Theatre Woonsocket, R. I., and the Bijou Amusement Company, operating the Bijou in the same city, jointly filed the anti-trust action,

(*Continued on page 4*)

Cumberland Papers To Censor Film Ads

Special to THE DAILY

CUMBERLAND, Md., Nov. 16.—Motion picture theatre advertising regarded by publishers of the three newspapers here as "indecent" or "unwholesome" will be refused, according

(*Continued on page 2*)

TOA Names Fabian Head Of Producer Liaison

Acting quickly on the invitation of the Screen Producers Guild, the Theatre Owners of America yesterday named a new exhibitor-producer liaison committee to establish a direct

(*Continued on page 3*)

REVIEW:

Beloved Infidel

Wald—20th-Fox—CinemaScope

THE last four years of the life of F. Scott Fitzgerald, revolving around the novelist's tumultuous and tender romanee with Hollywood columnist Sheilah Graham, here provide produeer Jerry Wald with the material for a big, beautiful, appealing romantic drama. With Gregory Peck and Deborah Kerr in the central roles, and with a literate script by Sy Bartlett, this film adaptation of Miss Graham's best-selling autobiography of last year should beeome one of the box office hits of this year and next.

Under the direction of Henry King, Miss Kerr is especially good as the beautiful, somewhat brazen English girl, the product of an East End orphanage, who parlayed her good looks and quick wit into, suecessively, an engagement to a British peer and then a job as a highly paid Hollywood correspondent for the North Amcrican Newspaper Alliance. The film is totally coneerned with Miss Graham's early Hollywood days, dominated by the tragie, poignant affair with Fitzgerald.

It is tragic on several counts. Fitzgerald then was at the bottom of his

(*Continued on page 4*)

Campaign Growing

Minn. Censor Drive Tied to National Unit

Agitation Developing for Inclusion of 'Adult' Films

Special to THE DAILY

MINNEAPOLIS, Nov. 16.—The censorship movement in Minnesota, spearheaded by a group of citizens in Minneapolis and St. Paul, is expected to be extended very soon to motion pictures, as well as books and magazines, it was learned here.

It has also been disclosed that the Twin Cities Committee for Decent Literature, leader of the drive which is becoming statewide, is tied to a nation movement, the Citizens for Decent Literature. A representative of the latter group, Bernard E. Dono-

(*Continued on page 2*)

Cleveland Police Close House Showing 'Lovers'

Special to THE DAILY

CLEVELAND, Nov. 16. — Nico Jacobellis, manager of the Heights Art Theatre in Cleveland Heights, is scheduled to appear before Municipal Judge Bernard Ostrivsky for a pre-

(*Continued on page 2*)

API to Make 14 Films In Nine Months for Fox

From THE DAILY Bureau

HOLLYWOOD, Nov. 16. — A contract for Associated Producers International to make 14 pictures over the next nine months for 20th Century-Fox with budgets for each increased to an average of $300,000 is ready for signing, it was learned today. The main point yet to be determined is whether or not the pictures will continue to have the API label or identified as strictly 20th-Fox features.

The increase is 50 per cent over previous API budgets per film. Robert Lippert is acting as liaison for 20th-Fox and API. George Warren is president of API, and William Maginetti production supervisor.

PERSONAL MENTION

EDWARD MOREY and NORTON V. RITCHEY, vice-presidents of Allied Artists, have returned to New York from Hollywood.

•

JOSEPH WOHL, president of International Film Distributors, Inc., has returned to New York following a three-week sales trip on the Continent.

•

HERB STEINBERG, Paramount studio publicity manager, has arrived in New York from the Coast.

•

HAL CUMMINGS, 20th Century-Fox publicist in Charlotte, is hospitalized there following a heart attack.

•

LOUIS RATENER and MRS. RATENER, operators of drive-in theatres in Ohio, will leave Cleveland on Nov. 22 for their annual winter stay in the Virgin Islands, where they are actively engaged in the real estate business.

•

WILLIAM F. DAUGHERTY, Connecticut district manager for Lockwood & Gordon Theatres, will be married to ANNE LABRECQUE on Nov. 26 in Corpus Christi Church, Wethersfield, Conn.

•

JAMES SCOVOTTI, publicist, has left here for Worcester and other New England cities to promote Louis de Rochemont Associates' "Embezzled Heaven."

Cumberland Papers

(*Continued from page* 1)

to a Sunday announcement by the Times and Alleganian Co.

The papers state, in a printed announcement, they have noted "with some concern the increasing frequency of a certain type of motion picture that makes its bid for patronage by stimulating an unnatural or unwholesome attitude toward sex, violence, narcotics or other subjects socially unacceptable. . . ."

The published regulation further states, "it is not an intention of the Times and Alleganian Co. to assume functions of a board of censors. There is an obligation on newspapers, however, to exercise care in what is carried into the home through advertising and news facilities. Misrepresentation and over-emphasis on conduct generally immoral or contrary to established standards must be carefully controlled before such elements get out of hand."

The company publishes the *Cumberland Sunday Times; The Evening Times* and *Cumberland News*. Letters have been sent to theatres explaining the policy.

'Good Taste'

(*Continued from page* 1)

many occasions," he added, "that it is not afraid to tackle controversial subjects. We have no intention of ducking controversy now. In fact our scheduled productions include several films on topics never before dealt with on the screen."

Lazarus assured the theatremen, however, that all films would be handled with impeccable taste. "We will only make deals with producers who we are confident will observe the limits of propriety. And you can be certain that our product will be merchandised in good taste."

Calls It 'Key to Problem'

This, he said, was the key to the whole problem of censorship. "No matter how provocative the subject, if it is handled with good taste, the public will accept it. It's not what you say, but how you say it."

Conceding that there may be only a thin line between good and bad taste, Lazarus called it the responsibility of everyone in the industry—producers, distributors and exhibitors—to stay within the bounds. "Self-regulation is a vital part of our drive to win and keep public favor," he said. There need be no fear of important public disapproval or censorship if we all sincerely cooperate in regulating ourselves."

Promises Top Product

Lazarus told the exhibitors that Columbia's program of three top films per month in 1960 is just the beginning of a continual flow of product. Columbia "will continue to buy top pre-sold properties, best selling novels, Broadway plays, timely stories—for adaptation into motion pictures," he said. "Although we already have a tremendous investment in product for release in the next two years, we are still going all out to accumulate outstanding properties. Our story editors are continually seeking out new properties for ourselves and for our independent producers. There are no restrictions as to number, price, type or content. If we think it will make a good movie, we'll buy it."

In addition to the acquisition of properties, Lazarus noted that Columbia was expanding in other areas, such as the $10,000,000 promotion budget allocated for 1960 and the continual signing of deals with creative talent, producers, directors, stars and writers, for future projects. "Our list of independent producers is the most imposing in the industry today," he declared, "and it continues to grow."

Lazarus leaves today for Cleveland where he will address leading exhibitors in that area Wednesday. On Thursday he will meet with theatremen in Pittsburgh. He will conclude his series of talks in Chicago on December 2.

Charge Drive-In Owner In Sunday Charity Film

Special to THE DAILY

SPARTANBURG, S. C., Nov. 16. — Claude Rumley opened his Fox drive-in theatre here yesterday for what he described as a "charity showing" for a Spartanburg youth burned this past summer.

"Charity movies are no different from other movies," circuit solicitor Allen Lambright declared, and sheriff's officers immediately charged Rumley with violation of the Sunday "blue laws."

Rumley posted a $50 bond, but officers made no move to close the theatre. This is the fifth time Rumley has been cited, and other charges made earlier this year still have not been tried.

Ban 'Lovers'

(*Continued from page* 1)

liminary hearing on charges of exhibiting an obscene film. Police raided the theatre on Friday night and confiscated the print of "The Lovers," a French film.

Police Chief Capt. Earl J. Gordon, who made the arrest said his department had received several complaints and that he agreed with the review in the *Plain Dealer* by movie editor W. Ward Marsh, who called the picture "screened pornography." Gordon, after seeing it twice, said he considered the picture "definitely in violation of the state obscenity law."

Jacobellis explained to the 400 adult patrons present what was happening and asked them to get their refunds (at $1.50 admission) at the box office. He was taken to the Cleveland Heights jail and released under $100 personal bond. The action was taken under a criminal statute. The law under this action provides a maximum fine of $5,000 or seven years imprisonment or both.

County Prosecutor Corrigan, in invoking the criminal statute, by-passed a newer law allowing injunctions against obscene matter, which recently went into effect, calling this method "worthless."

The Heights Art Theatre is owned and operated by the Art Theatre Guild.

Mrs. Rebecca Starr, 80

Funeral services were held here yesterday for Mrs. Rebecca Starr, 80, mother of Martin Starr, Hollywood commentator and former member of the staff of Quigley Publications. Interment took place in Mt. Zion Cemetery, Flushing, L. I.

Mrs. Starr, born in Russia, was a resident of Forest Hills, L. I., at the time of her death. She is survived by four other sons and a daughter.

Minn. Censo

(*Continued from page* 1)

van of the New York City pul schools, addressed a meeting of Twin Cities committee recently which he outlined the objectives the national movement which will formally organized in Cincinn Ohio, next Feb. 26 and 27. Postmas General Summerfield will be the c speaker at the forthcoming meeti

While the national group is to c centrate on literature, there has b agitation here for the Twin Ci Committee to include films and pecially to clamp down on "art" th tres which advertise pictures "adults only." Instances have been ported of such theatres admitt teen-agers provided only that they p the adult admission price, and as a sult parents are asking for censorsh

The Twin Cities group has alrea begun to take action against books a magazines. The committee was orga ized after Minneapolis and St. P were flooded by pornographic ma rials through the mails. Large quan ties of the materials were seized the Minneapolis morals squad and t Hennepin County Grand Jury h investigated and returned some indi ments.

Disclaiming any intentions of usi "gestapo" methods, the Twin Citi committee said it will seek to arou public opinion to the point whe citizens will demand strict enfor ment of the laws against indece literature. As part of its educatio campaign the committee will furni speakers to organizations and clu to discuss the censorship drive.

This educational campaign is p of the proposed program of the n tional Citizens for Decent Literatur Donovan, chairman of the steerin committee of that group, said mo than 500 communities have expresse the desire to participate in his orga ization.

Burt Champion Joins Taplinger Associates

Burt Champion, former publicit manager of Paramount Pictures, h joined the public relations firm Robert S. Taplinger Associates.

Champion will be group accou executive in charge of the Milline Institute of America program.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
MAX REINHARDT'S
"THE MIRACLE"
Starring
CARROLL BAKER · ROGER MOORE · WALTER SLEZAK · VITTORIO GASSMAN · KATINA PAXINOU
A WARNER BROS. Picture in TECHNIRAMA® & TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "CONTRASTS IN RHYTHM"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TENT TALK

Variety Club News

BUFFALO—Five past chief barkers ave been appointed to the governing oard of Tent No. 7. They are: I. pencer Balser, Basil Circuit; Francis axwell, United Artists; Harold Benett, former manager of the local Naonal Screen office, and now retired; lmer F. Lux, former president of the ommon Council and well known forer industryite, and W. E. J. Marn, drama and motion picture editor f the *Courier-Express*. The new oard will meet on Monday in the ub headquarters to elect new officers r 1960.

△

HOLLYWOOD — Tent No. 5 has ected the following crew members: ohn Lavery, M. J. E. McCarthy, Jack essick, Wayne Hanson, Ralph Blow, rnand Schaeffer, William Jarnagin, ck Berwick, Al Lapidus and Harvey Vestfall. The crew will meet on hursday to elect officers for the comg year.

△

CLEVELAND — Highlight of the ariety Club's Thanksgiving Party to e held in the Tudor Arms Hotel this ear will be a drawing for a 1960 orvair.

Dr. Nussbaum to Deliver Pioneers' Invocation

Dr. Max Nussbaum, noted rabbi of emple Israel of Hollywood, will offer he invocation at the 21st annual Mo- on Picture Pioneers' dinner honoring teve Broidy, president of Allied Art- ts Pictures Corp., Morey R. Goldein, general chairman of the dinner nnounced. The dinner will be at the Waldorf-Astoria next Monday.

Dr. Nussbaum holds many important osts in addition to being the rabbi of he temple to which Broidy belongs. He is currently chairman of the Naional Executive Council, Zionist Organization of America, and national ice-president of the American Jewish Congress, among others.

Eckman to Represent Viceroy on BFPA Unit

From THE DAILY Bureau

LONDON, Nov. 16—Sam Eckman, r., C.B.E., has been appointed to repesent Viceroy Films, production subidiary of Eros Films, on the executive ouncil of the British Film Producers Association.

Last August Eckman became chairnan of the re-constituted Eros Films, which is now controlled by Warwick Film Productions. He is also vice-president of Magna Theatre Corporation (U.S.A.) and continues to represent that company in Britain. His other appointments include directorships of Halas & Batchelor Cartoon Films, Ltd., and Stanley Kramer Productions Ltd.

Fabian Liaison With SPG

(*Continued from page* 1)

contact with Hollywood on product and production. Albert M. Pickus, new TOA president, named S. H. Fabian, president of Stanley Warner Corporation ,and TOA treasurer as chairman of the new committee.

Other members are Sidney Markley, vice-president of American Broadcasting-Paramount Theatres; John B. Bertero, National Theatres and Television Company; and George G Kerasotes, president of Kerasotes Theatres of Springfield, Ill., and chairman of TOA's board of directors. One additional member will be named, Pickus said, adding that he would serve ex-officio with the committee.

Blaustein Talk Recalled

Julian Blaustein, SPG vice-president, in a speech at the TOA convention last week, urged exhibition to establish closer liaison with his organization, declaring he believed a direct channel would be helpful in solving many mutual problems.

Pickus said the committee would meet as soon as possible with the Guild. He declared he believed the talks would be most useful by enabling TOA officials to discuss the product shortage problem with producers, and also give production the benefit of theatre advice on the types of films most needed by exhibition.

He said TOA was most grateful to Blaustein for the suggestion, declaring Blaustein's own recognition of the desirability of closer liaison was another step in the cementing of improved harmony within the film industry.

First Time, He Feels

He said he believes this will be the first time in many, many years that exhibitors will be able to talk on a direct and organized basis with men who produce pictures, to tell them what type of pictures, story and stars will, in exhibitions' opinion, be most successful at the boxoffice. Such conferences, he added, might be helpful in encouraging production to make more pictures to ease the existing shortage.

SRO for 'Infidel' at San Francisco Festival

Special to THE DAILY

SAN FRANCISCO, Nov. 16.—This city turned out in full force when the first major Hollywood production ever entered in the San Francisco International Film Festival was screened Saturday at the Metro Theatre. It was 20th Century-Fox's "Beloved Infidel" produced by Jerry Wald and starring Gregory Peck and Deborah Kerr.

It was also the first time in the local festival's history that literally hundreds were turned away. Henry King directed. Both Wald and Peck were among a large group of Hollywood figures who attended the showing, and both made speeches commending festival managing director Irving M. Levin for his untiring efforts in getting an important Hollywood picture. Wald said he hopes the Hollywood film makers will be vieing for festival honors here in the future.

The San Francisco festival will continue daily until Nov. 24 when awards will be made for best film, actor, actress and director, as well as a group of awards for short subjects. The panel of judges is comprised of Hollywood's Edward Dmytryk, author Barnaby Conrad of San Francisco and John McCarten, film critic for the *New Yorker Magazine*.

Ohio House Reopening

POWHATTAN POINT, O., Nov. 16 —C. G. Velas, theatre operator of Bellaire, O., plans to reopen the 450-seat Taplin Theatre here, which has been closed since April, 1958.

Ky. Theatre to 1st Run

LOUISVILLE, Nov. 16. — The Ohio Theatre here, now a second-run house, will become a first-run operation starting on Thanksgiving Day.

Baldwin Coordinator of MPA Promotion Drive

Ted Baldwin, veteran motion picture publicity and public relations counsel, has been appointed coordinator to spearhead the forthcoming promotional campaign of the advertising and publicity directors committee of the Motion Picture Association, it was disclosed yesterday by Si Seadler, eastern advertising manager of MGM and recently elevated chairman of the committee.

Treats Particular Group of Films

The promotional campaign will have for its purpose the publicizing of an outstanding group of exceptional pictures currently being prepared for release by member companies of the MPAA.

M. H. Displays Photos

The prize-winning photographs of the 21st annual newspaper National Snapshot Awards will be exhibited in the grand lounge of Radio City Music Hall beginning Thursday. Selected from among 250,000 entries, more than 400 prize pictures which won $20,000 in cash awards will be shown. Ninety-four major newspapers in the United States (including Alaska and Hawaii), Puerto Rico and Canada conducted the regional contests from which the national winners were selected.

Karp Signs Foxwell

HOLLYWOOD, Nov. 16. — Ivan Foxwell, British producer, will come to Hollywood next year to produce a picture at Paramount, it has been announced by Jack Karp, studio head. Foxwell, now in the U.S., will return to England this week, and will report back here early in 1960. His property for Paramount will be announced shortly.

PEOPLE

Florence Anderson, 77, veteran wardrobe mistress of the Radio City Music Hall, successfully surprised Friday before an audience of 6,000, found herself the star of a national TV program as she was brought before the footlights to become the honored guest on Ralph Edwards' "This Is Your Life," taped on the stage of the Music Hall at that time.

The program, the first to originate on the stage of the Music Hall in front of its audience, will be presented to a nationwide TV audience on Wednesday, Dec. 9. Mrs. Anderson has spent 62 years in show business, and has been with the Music Hall for the 27 years since its opening.

□

Alan Mink, son of **Max Mink**, managing director of the Palace Theatre, Cleveland, has been appointed an announcer for Radio Station WNOB-FM, a 50,000-watt station located in Chesterland just outside Cleveland. Alan has been a disk jockey for a Lorain radio station.

□

Maurice Freedman, member of the Columbia Pictures art department and noted fine art painter, will have an exhibition of his work at the Midtown Galleries opening today. The show will continue through Dec. 5.

□

Edward H. Metzger is the new owner of the 900-seat Garland Theatre in Spokane. He purchased the theatre from **James Crick** and **E. W.** and **Lester Johnson**, who were acting trustees for the estate of **Roy L. Blair**.

□

Bob Summers, divisional sales manager for Warner Brothers records covering Cleveland, Cincinnati, Detroit, Pittsburgh, Syracuse, Albany and Buffalo, now is making his headquarters in the Cleveland Warner exchange.

□

Irv Blumberg, former Warner Brothers publicist in Philadelphia, and for the past two years press representative for the Steel Pier, Atlantic City, N. J., has been engaged by Columbia Pictures to direct advance publicity in Baltimore for "Porgy and Bess."

Univ. Will Distribute New Spectacle in U. S.

"Head of A Tyrant," a spectacle in color and widescreen, which is nearing completion in Rome, has been acquired for American distribution by Universal Pictures, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

A joint production of Vic Films; Faro Films and Explorer Films of Rome and C.E.C. of Paris under the title of "Judith and Holofernes," the picture is being directed by Fernando Gerghio. Universal is planning a spring release backed by an important advertising and promotion campaign.

National Pre-Selling

"WHEN The U.S. Lost a War," is the title of an entertaining pictorial and prose essay on "The Mouse That Roared," which appears in the Nov. 6 issue of "Life."

This Columbia film is based on the whimsical tale in which the California wine industry threatened to wipe out the ancient vintners of the municiple Duchy of Grand Fenwick. The Duchy declares war on the U.S. thinking that they will lose and the victor will ply the loser with money. However, when the 20-man Duchy's Army attacks New York, there is an air raid, and the invaders make off with the Q-bomb which could destroy the world.

•

A striking color ad on "Beloved Infidel" starring Gregory Peck and Deborah Kerr appears in the November issue of "Redbook."

•

Marpessa Dawn, the star of Lopert Films' "Black Orpheus," is pictorially profiled in the November issue of "Ebony."

One way for an entertainer to attact attention in America is to make a favorable impression in the European entertainment world. Marpessa Dawn took this overseas route to fame. She was born on a farm near Pittsburgh 25 years ago and worked as a laboratory technician in New York before migrating to Paris in 1953. A Parisian columnist says "she has the graceful locomotion of Audrey Hepburn, and the svelte attack of Eartha Kitt." This new Lopert film will have its premiere at the Plaza Theatre in New York.

•

Sal Mineo, whose new film "The Gene Krupa Story" is being readied for release, is profiled by Dean Jennings in the Oct. 31 issue of "The Saturday Evening Post." A production photo made on the Columbia lot with Susan Oliver, the feminine lead, dominates the lead page.

•

A biographic sketch of Shoshanda Damari and Shai K. Ophir, stars of Leo Fuld's "Hatikvak," appears in the "55th St. Playhouse" edition of "Showbill." This new publication issues an individual edition for each first run art theatre in New York. Ingmar Bergman and Ben Hecht have written articles for the Nov. issue.

•

"Pillow Talk," that witty, romantic comedy reminiscent of Gary Grant's and Irene Dunne's farces of the 1930's, is highly recommended by 'Coronet' in the November issue.

•

A striking ad on "Odds Against Tomorrow" starring Harry Belafonte, Robert Ryan and Shelley Winters, appears in the November issue of "Seventeen."

•

Jon Whitcomb in the November issue of "Cosmopolitan," tells how Montgomery Clift, who plays a doctor in "Suddenly Last Summer" directed by Joe Mankiewicz, "sweats, starves and worries his way through films, driven by a desire to make each scene perfect. Many directors feel that Clift would have made a wonderful director." Elizabeth Taylor and Katherine Hepburn are costarred in this new Columbia film.

WALTER HAAS



Beloved Infidel

(CONTINUED FROM PAGE 1)

career. He had been like the times: in his 20s he was the boy wonder of the literary world and the symbol of the jazz age; by the end of the 30s he was tired, and alcoholic, an unsuccessful screen writer, married to a hopeless mental patient and pursued by the ghosts of his early talents. The affair, though adulterous, provided Fitzgerald with the courage and stability with which to accomplish his greatest work (the unfinished novel, "The Last Tycoon"), and it gave the slightly opportunistic Miss Graham the education which made her a woman (to paraphrase the fitting subtitle of the book, "The Education of a Woman").

The film which tells of this tragedy and triumph is very long, perhaps too long, and like many real life stories, somewhat shapeless, but most importantly it is almost always moving and touching, an important story because the people are honest and worthwhile. The scenes which detail the affair often crackle with life, as in the first meeting of Miss Graham and Fitzgerald at a Garden of Allah dinner party, or when he sets out to improve her mind and she confronts him with some of his own prose from "Tender Is The Night."

The bittersweet quality of the romance is beautifully captured in the sequence where the drunken Fitzgerald accompanies Miss Graham to Chicago, to help her with her radio show, and nearly botches the whole thing, and is harrowingly portrayed when, out of his mind with alcohol, he takes after her with a revolver and nearly kills both of them. In these moments there is tremendous impact. However, there also is a good deal of humor and fun in their lives, which makes the tragedy so much more sharp.

Miss Kerr is wonderful, and Peck, with a very difficult assignment, comes through with a thoughtful, dynamic performance that easily embraces the childish petulance, the violence and the pathos which were a part of Fitzgerald. In supporting roles, Eddie Albert stands out as a sort of raconteur wit, modeled after Robert Benchley, and Philip Ober is effective as Miss Graham's extremely understanding boss.

The physical production is, of course, lovely in CinemaScope and De Luxe color. Paul Francis Webster and Franz Waxman have contributed a lush title song and theme music for the exploitation-minded. Gerold Frank was co-author of the original book with Miss Graham.

Running time, 123 minutes. Adult classification. Release, in November.

VINCENT CANBY

Batjac Plans 'Houston'

"Sam Houston," a story of the life of Texas' statesman-soldier, will be the next major film of Batjac Productions, producer-director John Wayne announced. The life of Houston will begin production in Texas in late 1960, following the world-wide roadshow presentation by United Artists of Wayne's current Todd-AO film, "The Alamo."

Simonelli Joins

(*Continued from page* 1)

which will hold its next meeting shortly after Jan. 1, are Edward L. Fabian, Emanuel Frisch, Paul N. Lazarus, Jr., Martin Levine, Sidney B. Stern and McCarthy.

Simonelli is also a member of the Compo press relations committee, whose record was praised last month in a resolution adopted at the annual meeting of Compo members, directors and executive committee.

Deutsch Named Anglo Production Executive

From THE DAILY Bureau

LONDON, Nov. 16. — David Deutsch has been appointed production executive for Anglo Amalgamated, it is announced by Nat Cohen and Stuart Levy. Deutsch will work in close liaison will the Anglo Amalgamated directors on all aspects of their British production.

The son of Oscar Deutsch, the well known founder of the Odeon Theatre Circuit, David Deutsch entered the industry in 1949 as an assistant editor. He became personal assistant to Sydney Box in 1954 and in 1955 joined Rank Productions as assistant to producers. In 1956 he was appointed associate producer.

'Trust' Action

(*Continued from page* 1)

claiming $1,250,000 each in damag and charging national and local co spiracies in restraint of trade and u reasonable length of time in playin films after first run Providence the tres. Formerly the plaintiffs' theatr had played 7 to 21 days after compl tion of the Providence run.

In the agreement signed this pa week, it was stipulated that the Woo socket houses now may play direct after the Providence run. Furthermor they now may play, along with th Providence theatres, films which hav completed two weeks' run in thos first run houses.

Two Exceptions Outlined

There are two exceptions to thi arrangement. Roadshow engagement do not come under this category, no certain "big" pictures. Each compan may select four big films a year whic must play directly after the Provi dence run and not after the first 1 days of the Providence engagements

Defendants in the original suit file in 1955 were the eight majors an RKO Rhode Island Corp., operatin the Keith-Albee Theatre, Loew's, Inc. operating Loew's State and C&F The atres, operating the Fay, Carlton an Majestic theatres, all in Providence.

RKO Pantages Theatres To Undergo Remodeling

The RKO Pantages Theatre in Los Angeles, for many years the scene of the Academy Award presentations, will undergo a remodeling in advance of the West Coast premiere in mid-December of "Operation Petticoat," Universal - International comedy, it was announced here by Sol A. Schwartz, president of RKO Theatres.

The Pantages will be given a new marquee and front, and a new lobby. The lobby walls will be of plastic glass, and the floors will be a combination of carpet and terrazza. The present boxoffice will be removed from the center and another erected on the sidewall. The auditorium will be refurbished and a new surround stage curtain installed.

Heinsbergen Company of Los Angels will be in charge of the decorating and construction. During alterations, the cost of which will run into six figures, the Pantages will remain open, presenting its regular screen programs.

'Ivan' to Bow Here

Sergei Eisenstein's "Ivan the Terrible—Part II" (The Revolt of the Boyars) will have its American premiere Tuesday, Nov. 24, at the newly renovated Murray Hill Theatre here. The film is being released in this country through Janus Films.

I CAN BE OF VALUE TO YOU!

Sales & Administrative Executive, age: 34, 15 years Motion Picture experience.

Box 118, Motion Picture Daily
1270 6th Ave., New York 20

Make Your Reservation NOW!

for the

FABULOUS ENTERTAINMENT PACKED

21ST

ANNUAL DINNER

of the

MOTION PICTURE PIONEERS

★ ★ ★ ★

GET YOUR RESERVATION IN NOW FOR A REALLY BIG NIGHT!

★ ★ ★

If you've been in the Motion Picture Industry for 25 years . . . in Exhibition, Production, Distribution, Laboratory, etc., you can apply for membership in the Motion Picture Pioneers . . . send for application blank to Chas A. Alicoate, 1501 Broadway, New York 36, N. Y. at once. . . . New Members will be eligible to purchase dinner reservations.

NOVEMBER 23rd will be a night to remember as the industry salutes Steve Broidy, Pioneer of the Year, at the Waldorf-Astoria Hotel, New York City. The committee in charge is whipping up a night of entertainment that will surpass anything in the history of Pioneer parties with more fun and more surprises than ever. Enjoy yourself with the friends you'll be happy to see again.

★ ★ ★ ★

MOTION PICTURE PIONEERS 21st ANNUAL DINNER

HONORING STEVE BROIDY, PIONEER OF THE YEAR . . . MON., NOV. 23rd

TICKETS (for members only) $20 each. Send your check today to Ned E. Depinet, 1270 Sixth Avenue, New York 20, N. Y.

Television Today

British Plan TV Global Cables

By PETER BURNUP

LONDON, Nov. 14. (By Air Mail) —The Postmaster-General Ernest Bevins, M.P., has disclosed that Britain and the Commonwealth countries are planning to lay cables round the world capable of carrying television as well as telephone services.

Post Office technicians later stated that the global link would employ the system known as "delayed" TV, relayed immediately after the event and taking about two hours in transmission. This sort of television was first transmitted on the transatlantic cable when the Queen opened the St. Lawrence Seaway.

The first link, due in 1961, the technicians added, would be across the Atlantic between Britain and Canada.

The second, due by August, 1964, would be between Canada and Australia. The intermediary link would operate through the Canadian internal network. Cost of the global link would be between £70 million and £80 million.

FCC Sets Dec. 7 for Programming Probe

From THE DAILY Bureau

WASHINGTON, Nov. 16. — The Federal Communications Commission set December 7 for the start of its investigation into broadcast programming and advertising practices.

The Commission had previously announced that it was expanding its television network investigation to include the programming and advertising practices of radio and television stations and networks, particularly to determine whether it had adequate authority under present law to deal with the situation. The hearings will be held before the full Commission, and all interested parties desiring to submit testimony were asked to contact the Commission by Nov. 25.

Conn. PTA Committee To Probe Films, TV

Special to THE DAILY

HARTFORD, Nov. 16.—Mrs. Philip L. Stocklin of Waterford, chairman of the Connecticut Parent - Teachers Ass'n. Juvenile Protection Committee, plans a February meeting, at a place and time to be announced, to discuss "sex, horror and sadism" in television, motion pictures, newspaper advertisements and on newsstands.

She said today that a preliminary meeting has already been conducted with representatives of both Connecticut and Rhode Island television stations.

Who's Where

Richard Beesemyer has transferred to the New York office of CBS Television Spot Sales as an account executive, it was announced by **Arthur C. Elliot**, Eastern sales manager. Beesemyer has been an account executive in the Chicago office of CBS Television Spot Sales for the past year.

□

Lewis H. Avery, president of Avery-Knodel, Inc., has been elected to the board of directors of the Television Bureau of Advertising by the Bureau's station representative membership, it was announced by **Norman E. Cash**, TvB president. Avery, elected for a two-year term, succeeds **Joseph Weed** of Weed & Co. on the TvB board.

William Self Named 20th-Fox TV Producer

From THE DAILY Bureau

HOLLYWOOD, Nov. 16.—William Self has been appointed an executive producer for 20th Century-Fox Television, it was announced by Peter Levathes, president. Levathes indicated Self's appointment is the first in a series of announcements he will make on staffing and reorganization.

Self will assume his new duties shortly, leaving CBS-TV where he was recently elevated to director of administrative programming. Levathes said that in addition to producing, Self also will undertake special assignments in 20th Century-Fox Television activities.

No Manulis Successor Yet

Meanwhile, there has been no indication of a successor to Martin Manulis, present executive production head, who will switch over to feature films early in 1960.

Harris Renamed Head Of NBC Affiliates

Jack Harris, vice-president and general manager of KPRC-TV, Houston, was unanimously reelected chairman of the NBC Television Affiliates board of delegates at the annual meeting here.

Vice-chairmen elected by the affiliates are Edwin K. Wheeler, general manager of WWJ-TV, Detroit, named to this post for the second consecutive year, and Robert Ferguson, executive vice-president of WTRF, Wheeling, W. Va. Louis Read, vice-president and general manager of WDSU-TV, New Orleans, was elected secretary-treasurer.

Appointed to fill vacancies on the board were: Marcus Bartlett, general manager of WSB-TV, Atlanta; Richard Lewis, president and general manager of KVAR, Phoenix; and Read.

Loew's Circuit

(*Continued from page* 1)

key employees of the corporation and its subsidiaries was approved by the board on June 19 of this year. It provides for 130,000 shares of common stock to be reserved for issue upon the exercise of options and there is no limitation on the number of shares as to which an option or options may be granted any one individual. The shares to be acquired will be either authorized but unissued shares of common stock or issued shares which shall have been reacquired by the corporation, this to be determined by the board.

Plan for Options Outlined

Options to be granted under the plan will be exercisable over a period not exceeding 10 years from the respective dates of granting the options. They will be exercisable in installments as follows: up to 20 per cent of the total number of shares covered by the option during the second full year of the optionee's employment with the corporation subsequent to the grant of the option and up to an additional 20 per cent of each of the four succeeding years, such installments to be cumulative.

Option price in each instance will be not less than 95 per cent of the fair market value of the common stock on the date the option is granted, to be paid in full in cash upon the exercise of the option. Each optionee is required to agree to remain in the service of the company for a period of at least three years from the date on which option is granted, or, in the case of optionees who have employment contracts with the company, for a period of at least three years from the termination of the contract.

Age 60 Is Limit

Options will not be transferable otherwise than by will or the laws of descent and distribution, and no option may be granted under the plan to an employee who has reached age 60. All employees of the company, including officers, are eligible to participate, but directors who are not employees are not eligible.

At the board meeting at which the plan was adopted resolutions were passed granting options to six officers as follows: Eugene Picker, 50,000; John F. Murphy, 15,000; Ernest Emerling, 5,000; Arthur M. Tolchin, 5,000; Archie Weltman, 5,000; and Jacob Stillman, 5,000. These options, subject to stockholder approval, are exercisable for a period ten years from the date of granting, June 23, 1959. The option price for them is $13.25 per share.

Three Named to Committee

Named by the board as a committee to administer the plan were George T. Baker, Thomas J. Connellan, and Thomas L. Norton, none of which is eligible to receive such options. They will make all future determinations as to employees to whom options will be granted.

The plan may be terminated, modified or amended by stockholders of the corporation or by the board t insure that options shall be "re stricted" as defined in Section 42 of the Internal Revenue Code of 195 or to conform to any changes in tha law.

The proposal for cumulative votin in electing directors made by Lewi D. Gilbert and John J. Gilbert is op posed by company management, whic believes "that such a departure fron the present method of voting will no serve any useful purposes." In th meeting notice it is pointed out tha stockholders of Loew's, Inc. in Febru ary, 1959, eliminated that method o voting.

Directors up for election include Baker, Connellan Leopold Friedman, Arnold M. Grant, Herbert A. Hof mann, Murphy, Norton, Picker, Simon H. Rifkind, and Laurence A. Tisch.

RKO Theatres' Ads Laud MGM's 'Ben-Hur' Here

In a spirit of industry good w RKO Theatres yesterday placed d play advertising in New York new papers at its own expense to congra late MGM on "Ben-Hur," which w have its world premiere at Loew State here tomorrow night.

The copy, ordered by Sol Schwar RKO Theatres president, and Har Mandel, vice-president in charge theatre operations, read: "We congr tulate Metro-Goldwyn-Mayer on superb production, 'Ben-Hur.' It is credit to the entire Motion Picture I dustry and one of the great enterta ment experiences of all time. We ur everyone to see it."

RKO Theatres will not be able play the picture until well into th future, if at all.

'Hur' Products

(*Continued from page* 1)

creations costing hundreds of dolla will be promoted across the count by ads in newspapers and magazin and by "Ben-Hur" corners in depar ment and specialty stores.

"Ben-Hur" stands also will be s up in theatres scheduled to show th motion picture during the next seven months, and the Loew's State displa here will be operated indefinitely, a cording to Stanley A. Weston, direct of merchandising for Stone Associate

Such "Ben-Hur" specialties a Roman armor kits, coloring books, T shirts and chocolates, will be sold i the theatres. Costlier products, whic include draperies, carpeting, "pain by-number" sets, scooter-type chariot bathrobes, footwear, ladies handbag and costume jewelry, will be sold b other outlets.

Pitt House Gets 70mm

PITTSBURGH, Nov. 16. — Loew Penn Theatre here is installing sp cial 70mm. Technirama equipment f its Christmas opening of "Solomon an Sheba."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 97 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 18, 1959 TEN CENTS

ttacks Bidding

ormer U.S. ttorney Hits icks' Stand

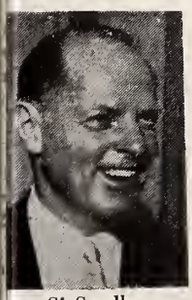
ays Adjustments Would ake Dishonesty Easier

Allowing distributors to grant adstments of terms after the run of a cture which has been obtained by an hibitor under competitive bidding uld "negate whatever little validity ere may be left in the competitive dding procedure as it has been conicted in the motion picture industry" r the last ten years. Seymour F. mon, former assistant attorney genal in the anti-trust division, and now Chicago alderman, made that charge esterday in a letter to Robert A. icks, assistant U. S. attorney general. Bicks told the TOA convention last

(*Continued on page 4*)

oint Product Campaign eadied for Launching

Plans for the national promotion mpaign of the Motion Picture Assoiation to publicize top pictures scheduled for release in 1960 are expected to be fully drafted and underway before the end of the week. The drive is to run for six weeks between now and the first of the year.



Si Seadler

The MPA advertising and publicity directors committee, headed by Si Seadler, chairman, and

(*Continued on page 6*)

Columbia in Deal with Military Film Company

From THE DAILY Bureau

HOLLYWOOD, Nov. 17.—Columbia Pictures has entered the field of motion production for military and related defense purposes through a new affiliation with Glenn E. Miller Enter-

(*Continued on page 2*)

REVIEW

Ben-Hur

Metro-Goldwyn-Mayer—MGM Camera 65

"BEN-HUR" assuredly is a successful achievement by MGM and for exhibitors. It has all the ingredients that translate into great popular appeal. In all such respects it ranks with the industry's all-time bests, and it might well prove to be the greatest of them all in grossing power and durability.

Beginning with General Lew Wallace's ever-popular Tale of the Christ, and encompassing a fine cast providing many memorable performances, as well as numerous other essential talents and excellent technical properties, "Ben-Hur" is a production of noble proportions from every standpoint. Lavish and massive in the late Sam Zimbalist's production scale, fascinating and moving under William Wyler's expert direction over its more than three and one-half hours running time, the picture is rich and varied in audience appeal.



WILLIAM WYLER

It is laden from start to finish with excitement, adventure, romance, spectacle and suspense. It is enriched with memorably staged representations of the Nativity, the Sermon on the Mount, the Crucifixion. However, the religious theme is scarcely a major factor in the development of the story, being for the most part incidental to the story of Ben-Hur's trials and triumphs after Roman legions ruled his native Jerusalem.

Charlton Heston is a thoroughly believable Ben-Hur, head of an influential Jewish merchant family of Jerusalem, and the boyhood friend of the dedicated Roman tribune, Messala, played by Stephen Boyd, who has returned to Jerusalem a seasoned Roman fighter, determined to put an end to the city's resistance to Roman rule. As Ben-Hur and his sister, played by Cathy O'Donnell, watch the entry into the city of the new Roman governor from the roof of their home, a tile is displaced, falling to the street and frightening the governor's horse. He is thrown and fatally injured.

To make an example and strike fear in the hearts of the rebellious people of Jerusalem, Messala sentences his boyhood friend to the Roman galleys as a slave; his sister and mother, the latter played by Martha Scott, to life imprisonment. For three years Ben-Hur survives the slave life of an oarsman in the galleys. When the ships engage a pirate fleet, Ben-Hur's vessel with the Roman, Quintus Arrius, played by Jack Hawkins, in command, is rammed and sunk. Ben-Hur saves the life of the commander, who takes him to Rome, trains him as a charioteer and sportsman, and ultimately adopts him.

Having thus regained his freedom, Ben-Hur returns to Jerusalem to seek his mother and sister. In the family residence, he finds Simonides, an aged servant played by Sam Jaffe, and his daughter, Esther, played by Haya Harareet, living as recluses. Before disaster overtook Ben-Hur's family, he had granted Esther her freedom to marry a Damascus merchant, friend of her father's. Before the marriage could take place, Simonides

(*Continued on page 4*)

For Self-Help

Pinanski Sees D of J 'OK' for Film Financing

Green Light for Exhibitors Still on, Bicks Indicated

Special to THE DAILY

BOSTON, Nov. 17. — The green light is still on in the anti-trust division of the Department of Justice for the financing by exhibitors of new production.



Sam Pinanski

To Sam Pinanski, head of American Theatres here, and honorary board chairman of Theatre Owners of America, that revelation was the most important development to come from the TOA annual convention in Chicago last week.

It was contained, he pointed out, in the convention remarks of Robert

(*Continued on page 4*)

Marcus to Be Keynoter At Allied Convention

From THE DAILY Bureau

WASHINGTON, Nov. 17. — Ben Marcus, former president of Allied States Association and long-time national director, will deliver the keynote address at Allied's national convention in Miami Beach next month, it was announced at organization

(*Continued on page 2*)

'Solomon' Campaign Is Building: Vidor, Lewis

By SAUL OSTROVE

Sweeping exhibitor and public interest in United Artists' "Solomon and Sheba" is building around the country a month in advance of key Christ-

(*Continued on page 6*)

TELEVISION TODAY—page 6

PERSONAL MENTION

HUGH OWEN, Paramount vice-president, will arrive in Pittsburgh today from New York.

•

HERMAN RIFKIN, member of the Allied Artists board of directors, has left Hollywood for a vacation in Palm Springs, Cal., before returning to Boston.

•

WILLIAM CASTLE, producer of "The Tingler," for Columbia, is in San Diego, Cal., from Hollywood.

•

JAMES HILL, of Hecht-Hill-Lancaster, will return to New York today from London, and will leave here at the end of the week for the Coast.

•

LEONARD MENDLOWITZ, motion picture editor of the *Pittsburgh Sun-Telegraph*, has left there for Brackettville, Tex., to visit on the production set of John Wayne's "The Alamo."

•

ARNOLD POROZYNSKY, Cleveland exhibitor, has been discharged from the Marymount Hospital there after having suffered a concussion resulting from a fall from a roof.

Sheilah Graham Guest At 'Infidel' Premiere

The benefit world premiere of 20th Century-Fox's "Beloved Infidel," which was held at the Paramount Theatre here last night, was distinguished by the presence of Sheilah Graham, author of the autobiography on which the film is based and which features the story of F. Scott Fitzgerald, novelist of the 20's and 30's. The premiere was sponsored by the Damon Runyon Fund.

The event was given full international press coverage by the NBC radio network, the Voice of America and Armed Forces Radio Service, and was filmed by Movietonews for general distribution to TV stations.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

Name Marcus

(Continued from page 1)

headquarters here today. The convention will take place at the Eden Roc Hotel Dec. 7 through 9.

Marcus is the operator of 37 theatres in Wisconsin, 26 indoor and 11 drive-ins, in cities and towns of various sizes ranging from Milwaukee (637,392) to Little Chute (4,152). He is also the Allied representative on the Compo triumvirate.

Marcus is the originator of the successful Wisconsin business building campaign which is soon to be tested for national use in three cities. He is to spearhead the trials in those areas.

'Ben-Hur' World Bow In New York Tonight

MGM's much-heralded "Ben-Hur" will open at Loew's State Theatre here tonight at a world premiere which is expected to draw a distinguished audience representing top figures in the civic and entertainment life of the city and nation.

Director William Wyler and stars Charlton Heston, Haya Harareet, Stephen Boyd and Martha Scott will be at the premiere to join the black-tie audience in the theatre, that was rebuilt in anticipation of "Ben-Hur." MGM has also invited Ramon Navarro and Carmel Myers, two of the stars of the silent-screen classic to view the new film version of the Lew Wallace novel.

The event will be covered by the local and international press.

Tent 35 Installs Brandt As New Chief Barker

Harry Brandt, head of Brandt Theatres and president of Independent Theatre Owners Association of N. Y., yesterday was installed new chief barker of New York's Variety Club Tent No. 35, before several hundred luncheon guests at the Astor Hotel here.

Installed with Brandt were Walt Framer, first assistant chief barker; Charles Alicoate, second assistant chief barker; Jerry Pickman, property master, and Jack Hoffberg, dough guy.

New canvasmen who took the oath were George Waldman, Charles Smakwitz, Mo Sanders, Jack Levin, Irving Dollinger and Jack Byrne.

'Petticoat' Here Dec. 3

"Operation Petticoat," the Granart Production in Eastman Color starring Cary Grant and Tony Curtis and being released by Universal-International, will have its world premiere at Radio City Music Hall on Thursday, Dec. 3, as the Music Hall's Christmas attraction. Film will be teamed with the Music Hall's celebrated Christmas show.

7 Nations to Back 'Conqueror' Film

By WILLIAM PAY

LONDON, Nov. 17.—Plans for a large scale film entitled "William the Conqueror" to be made as an international cooperative project with financial investment from seven or more countries were announced today by producer Claude Heilman. The picture is to be made in Super Technirama 70 at a budget of $7,000,000, he said.

Heilman, who was co-producer of Universal's "This Earth Is Mine" last year, told of plans for the new film at a press conference in the London apartment of Kay Harrison, deputy chairman of Technicolor, Ltd. The latter company will provide full support in the production and exhibition of the film by way of a deferred $250,000 investment, Heilman said.

Heilman Coming Here

Financing has already been secured in France, Italy, Spain, Scandinavia, and Yugoslavia, it was stated. American and British participation is now in the process of being finalized. Heilman is to fly to New York tonight for a week.

The picture is to be distributed on a roadshow basis, Heilman said, and it is expected to be completed by the end of next year. Filming will take place in Yugoslavia, Germany, France and Britain.

Negotiations are now underway to secure Marlon Brando and Maria Schell for the leading roles. Laurence Olivier will direct.

Heilman said his company, now being officially organized in Switzerland, plans two other pictures to be made on a similar large-scale treatment.

At the same time he announced the appointment of Sam Eckman to represent his distribution and exhibition interests here.

Dorso is Winner in Reade Showman Drive

Michael Dorso of the Community Theatre in Kingston, New York, was awarded first prize in the recent Walter Reade Theatres' manager's showmanship drive, it was announced by Walter Reade, Jr., circuit president.

Second place in the drive went to Paul Petersen of the circuit's Community Theatre in Morristown, N. J., and in third place was Sam Hofstetter, Mayfair Theatre, Asbury Park.

Wins S.W. Drive

Winner of the Stanley Warner "summer kiddie drive" is William Korenbrot, manager of the Fresno Theatre, Fresno, Cal., it was announced by Harry M. Kalmine, vice-president and general manager.

Columbia Dea

(Continued from page 1)

prises, it was announced today Samuel J. Briskin, Columbia vice-president in charge of West Coast activities.

Briskin said that not only will Columbia extend full financing to the Miller Enterprises organization, b will also make available its entire f cilities including equipment, technic departments and personnel.

The company, which has alread set up its headquarters at the Colum bia Studios here, covers all phases motion picture production for th Government and defense contractor including photographic instrument tion, publications, research and deve opment project requirements.

Governor Films in As New Member of IFID

Application for membership in th Independent Film Importers and Distributors of America by Governo Films, Inc., has been accepted by th IFIDA membership committee, it wa announced by Michael F. Maye IFIDA executive director.

David Emanuel and Arthur Ke man, principal Governor officers, wi represent the corporation with IFIDA Other applicants are presently unde consideration, Mayer said.

J. B. Micheletti, 49

DENVER, Colo., Nov. 17.—Funera services were held here for James B Micheletti, a veteran of 31 years with M-G-M. Micheletti, age 49, was th victim of a heart attack. He started with M-G-M in 1928 and, at the time of his death, was sales representative covering the Southern Colorado and New Mexico territory out of Denver

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

START THE NEW YEAR WITH

FIREWORKS!

HOLIDAY BOOKINGS NOW!

It's worth a trip to Exchange Centers to see it at Special Audience Previews!



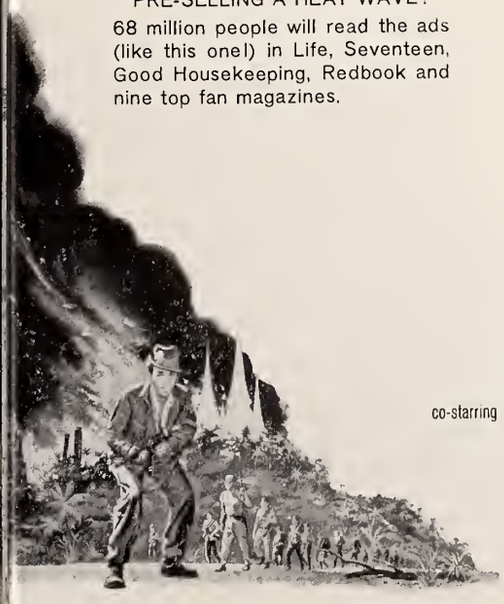
He was one of the forgotten few, fighting a forgotten war.

She gave the kind of love no man forgets!

in CinemaScope and METROCOLOR

PRE-SELLING A HEAT WAVE!

68 million people will read the ads (like this one!) in Life, Seventeen, Good Housekeeping, Redbook and nine top fan magazines.



METRO-GOLDWYN-MAYER Presents

FRANK SINATRA GINA LOLLOBRIGIDA

in A CANTERBURY PRODUCTION

"NEVER SO FEW"

co-starring PETER LAWFORD STEVE McQUEEN RICHARD JOHNSON PAUL HENREID BRIAN DONLEVY DEAN JONES

Screen Play by MILLARD KAUFMAN

Based On the Novel by TOM T. CHAMALES

Directed by JOHN STURGES

Produced by EDMUND GRAINGER

Bicks Stand Hit

(*Continued from page 1*)

week that it was the present view of the Department of Justice that such adjustments could be made with impunity by a distributor provided it was justified by the gross of the picture and did not result in the winning bidder paying less than the losing bidder had offered.

Simon charged in his letter that the bidding procedures have been managed, without supervision or investigation, "behind closed doors" of distributors. Independents, he declared, who compete with former affiliated circuits for a picture have found themselves making higher bids than the terms being offered in other comparable situations, then being notified that all bids were rejected and subsequently finding that the distributor is "negotiating" with the result that the former affiliated circuit winds up with the picture.

Lack of Investigation Charged

"So far as I know," he chargd, "the Government has made no attempt to assure the honesty of bidding by sending attorneys and investigators into the field to interrogate exchange personnel involved in handling bidding. . . . It seems that on occasions when complaints have been received about the manner in which bidding is being conducted, all the Government has done has been to write the distributor involved asking for an explanation."

"A complete and careful investigation by the Government of the conduct of bidding procedures in the motion picture industry," Simon charged in his letter, "would probably make the TV quiz shows look by comparison like a Sunday School picnic."

Poses Hypothetical Result

After rehearsing these charges, Simon asked Bicks, "If this (allowing adjustments) is the policy of the Department of Justice what will prevent a circuit from bidding recklessly in order to keep pictures away from an independent competitor, knowing that it may anticipate adjustment of the reckless bid down to a point near, but above, that of its competitor?"

Industry, V. C. Joining In Cleveland Yule Party

Special to THE DAILY

CLEVELAND, Nov. 17. — All segments of the motion picture industry will again join the third annual industry Christmas Party to be held Dec. 21 in the Variety Club. The all-industry celebration was inaugurated three years ago to take the place of the individual exchange parties and proved so successful that the plan has been adopted as an annual event.

The program, under the management of Martin Grassgreen of Columbia and Bob Blitz of Warners, will begin with a buffet dinner to be followed by dancing and other entertainment. Tickets have been scaled to include all personnel starting at $7.50 for top echelon executives and $5.00 for office managers, salesmen and bookers to $2.50 for front office and back office personnel.

Ben-Hur

CONTINUED FROM PAGE 1

was tortured by the Romans, crippling him, so Esther remained to care for him. Having been attracted to the girl before, Ben-Hur again is charmed by her.

Believing his mother and sister to have died in prison, and discouraged by Esther from violence against Messala, Ben-Hur decides to humiliate the Roman by defeating him in the chariot races. In this magnificently staged spectacle, directed by Andrew Marton, the desperate Messala attempts by every means to prevent Ben-Hur's chariot from passing his and winning the race. However, his recklessness ends in his own chariot being upset and he is trampled by oncoming horses. Fatally injured, he tells Ben-Hur before dying that his mother and sister are lepers, living in a leper colony outside the city.

BEN-HUR and Esther, at the latter's pleading, take his mother and sister to Jerusalem in search of Christ. Already He has been condemned and under the lashes of Roman soldiers has started on the way to Golgotha, bearing His cross. When He falls beneath His burden, Ben-Hur recognizes Him as one who had given him water in the desert while a Roman slave, and brings water to the fallen Christ. Back in Jerusalem after the Crucifixion, Ben-Hur and Esther find the former's mother and sister miraculously made clean again.

Magnificently photographed in MGM's Camera 65 (Panavision lenses) and color by Technicolor, the production's visual assets are numerous and substantial. The process and excellent stereophonic sound underscore the numerous properties that sent this picture's production cost to a new all-time high. Spectacular scenes such as the chariot race, the engagement at sea between the Roman and pirate fleets, huge crowds in motion against scenic and bizarre surroundings, all are impressively enhanced.

The music by Miklos Rozsa makes an important contribution to the picture's moods and dramatic impact. Karl Tunberg's screen play would appear to have caught the flavor of Gen. Wallace's famous novel and, at the same time, translated it into popular cinematic terms, with contributions by other writers, uncredited.

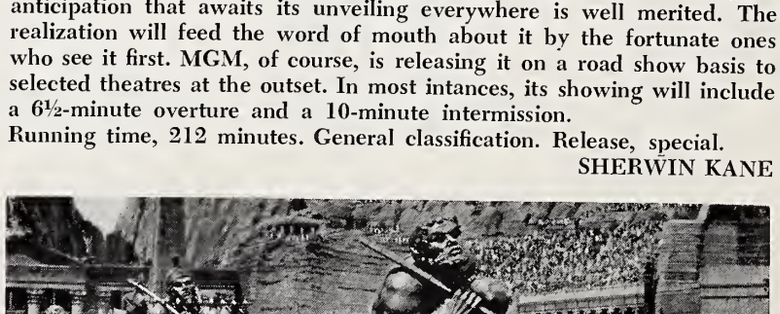
While the principals in every instance give excellent accounts of themselves, the picture is bright with many outstandingly fine performances in minor roles, such as Hugh Griffith as Sheik Ilderim, whose white Arabian horses Ben-Hur drives in the chariot race; Frank Thring as Pontius Pilate; Finlay Currie as Balthasar, a shepherd who was present at the Nativity and sought Christ throughout his later years.

SEVERAL scenes could prove strong to the squeamish, as details and realism in some cases have been emphasized rather than muted, such as close-ups of Messala after having been dragged along the chariot course, trampled by horses' hooves and battered by chariot wheels; the free use of the lash by Roman soldiers; the sound of spikes being driven by hammers in the Crucifixion scene; the inhuman treatment of galley slaves; the degradation of lepers, and the like.

But even these are minor notes in a picture of great sweep and power, of action and variety. "Ben-Hur," in fact, has something for all. It is a giant ticket-seller, a marker in cinematic history and experience, and it looks like every dollar of the 15 millions spent on it. The excitement, the anticipation that awaits its unveiling everywhere is well merited. The realization will feed the word of mouth about it by the fortunate ones who see it first. MGM, of course, is releasing it on a road show basis to selected theatres at the outset. In most intances, its showing will include a 6½-minute overture and a 10-minute intermission.

Running time, 212 minutes. General classification. Release, special.

SHERWIN KANE



From "Ben-Hur": Chariots circle the arena of the amphitheatre.

Pinanski Viev

(*Continued from page 1*)

A. Bicks, Assistant U.S. Attorney Ge eral and acting head of the anti-tru division. Bicks counselled exhibito to "know your problems, then try find solutions for them—don't ju blame them all on the industry co sent decree."

Then, referring to exhibitor co plaints of a product shortage, Bic pointed out that the Federal decrees c not prohibit American Broadcastin Paramount Theatres nor RKO The tres to produce pictures and made re erence to Exhibitors Film Financ Group, which Pinanski headed thre years ago and which had been give the green light by Attorney Gener Herbert Brownell at that time.

Pinanski feels that Bicks' friendl reference last week to the EFFG pla indicates that the present anti-tru division authorities feel the same abou it as did Brownell.

Says Production Favored

Bicks said the Department favor increased production without pre-emp tive rights to exhibitor interests en gaging in it. He cited the encourage ment given to the development o EFFG, saying he was sure that "Mr Pinanski, one of your most distin guished industry members, made much progress, and played such a large par in arranging, with every effort h could, that development which would have moved in the direction of en abling more production, without con trol over the product."

Independent exhibitors had sub scribed $500,000 to EFFG and former affiliated circuits had agreed to invest another $3 million to $3½ millions if Pinanski obtained Justice Department approval for them to make loans to EFFG. Although this was done the circuit investments in EFFG did not materialize and the independents' participations were returned to them.

Compared to GMAC

The idea had been to develop EF FG, supplemented by bank loans, into a financing company for the whole industry, somewhat like General Motors Acceptance Corp. in the automobile industry.

Pinanski is convinced that now is an opportune time for that project, or something similar, to be reconsidered.

Steel Short to Have World Bow in Pitt.

Special to THE DAILY

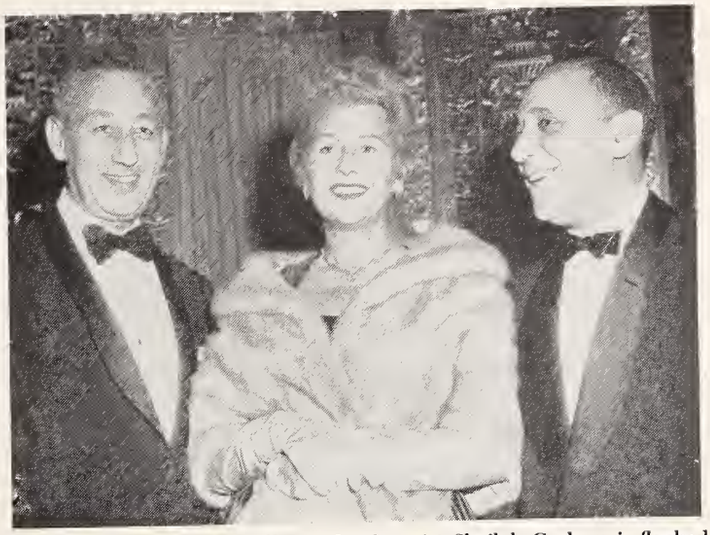
PITTSBURGH, Nov. 17. — "Rhapsody of Steel," an animated short subject produced by John Sutherland for United States Steel, will have its world premiere at the Pitt Theatre here on Dec. 4. The film will be given the same type of promotion as that for a full-length film, with heavy newspaper, radio and TV advertising to herald the opening.

The theatre will close all day until premiere time. When it reopens the Pittsburgh Symphony Orchestra will play an overture written for the occasion by Dimitri Tiomkin, who will be there to conduct. Distribution of the 23-minute short is by Jam Handy.

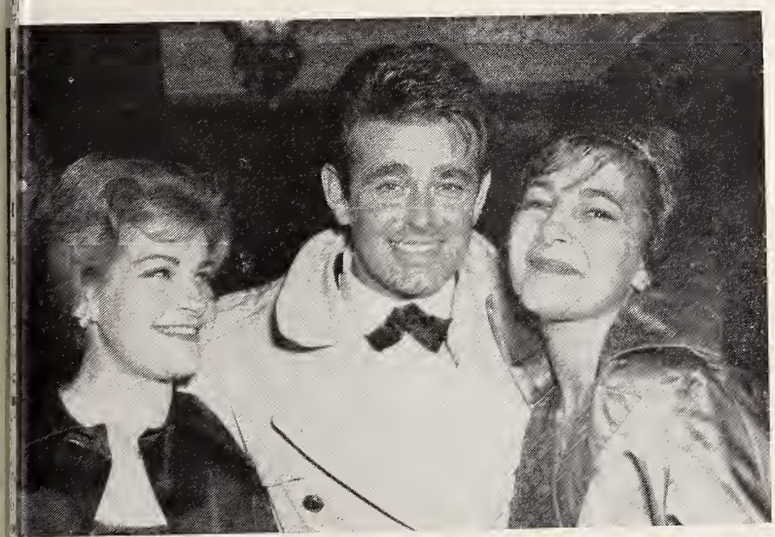
Infidel' Beloved at Brilliant Paramount Bow



ry Wald's "Beloved Infidel," based on the best-seller by Sheilah Graham and old Frank, received a glittering benefit world debut last evening at New k's Paramount Theatre, for the Damon Runyon Fund. On hand for the festi- es were 20th Century-Fox vice-president Charles Einfeld and lovely star 20th's "Journey to the Center of the Earth," Diane Baker.



Glamorous author and Hollywood columnist Sheilah Graham is flanked by Abe Dickstein (right), 20th New York branch manager, and Robert K. Shapiro, managing director of the Paramount. In CinemaScope and color by De Luxe, "Infidel" stars Deborah Kerr as Miss Graham and Gregory Peck as author F. Scott Fitzgerald.



uart Whitman, star of 20th's "Hound Dog Man," escorts not one but two vely stage stars, Broadway's Simon sisters, Carol (left) and Beverly.



Twentieth's president Spyros P. Skouras and his wife attend the Paramount gala. "Infidel" was directed by Henry King.



Beauteous Miss Graham is bussed by co-author rank in the theatre lobby, before the picture's lebut.



Exciting television and stage personality Roxanne Arlen posed for newspaper and newsreel cameramen upon arrival.



Both Diane Baker and Stuart Whitman are part of 20th's successful talent development program directed by production head Buddy Adler.

Sovereign to Distribute S. G. Product in Canada

A long-term agreement for Sovereign Film Distributors, Ltd., Toronto, to distribute the television films of Screen Gems, Inc., in Canada was announced yesterday by Paul Nathanson, president of Sovereign, and A. Schneider, head of Screen Gems.

Plans are also being concluded for the formation of a Canadian company that will produce the television films and videotaped shows in Canada. The proposed company will be predominantly Canadian controlled and operated but will avail itself of the manpower of Screen Gems, Inc., acting in the dual capacity of producer and worldwide distributor.

The primary purpose of the new company will be to develop and produce Canadian television programs based on Canadian subjects having worldwide market appeal.

Petition to Recover 'Lovers' Print Denied

Special to THE DAILY

CLEVELAND, Nov. 17. — Owners of the Heights Art Theatre failed today in their efforts to recover the print of the French film, "The Lovers," which was seized Friday by Cleveland Heights Police. Judge J. P. Corrigan has denied a petition for release of the print and restraint from interference in showing the film.

The theatre management announced it is considering taking the petition for an injunction to the Federal court.

Jacobellis Arrested

Nico Jacobellis, manager of the theatre, was arrested when the print was confiscated on charges of "possessing and exhibiting an obscene film under the state criminal code." A preliminary hearing in Cleveland Heights Municipal Court scheduled for yesterday morning was postponed to Wednesday, Nov. 25, to await outcome of the injunction petition.

'Solomon' Campaign

(*Continued from page* 1)

mas bookings, the trade press was told here yesterday by King Vidor, director of the Edward Small film, and Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

Three hundred Sunday supplement and roto color covers devoted to the Super Technirama-70 production and its stars, Gina Lollobrigida and Yul Brynner, have already heightened the film's appeal, Lewis said.

Promotion kits have been sent to more than 35,000 libraries, 100,000 schools and colleges and 5,000 women's clubs across the country, Lewis added, noting that the drive to build selective audience interest is being implemented by 25 promotion experts of the film's special promotion unit.

Radio, TV Use Heavy

As in the European campaign North America will be blanketed by 2,500 spot radio and television announcements, teaser ads on general news pages, fashion shows and costume displays, direct mail campaigns and book and music cross-promotions.

The combined newspaper, radio and television drive will cover Atlanta, Boston, Buffalo, Chicago, Cleveland, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, St. Louis, San Francisco, Washington, Toronto, Milwaukee, Baltimore, Pittsburgh and Seattle, Lewis said.

Vidor, who leaves here today to begin a cross-country pre-sell trip, will personallly visit nine of those cities.

Will Utilize Several Media

UA's drive to focus attention on its wide-screen process used for "Solomon and Sheba" will include a 20-city newspaper and Sunday supplement ad schedule, radio and television penetration in 33 major markets, and 10,000 special mailing pieces describing Super Technirama-70, Lewis said.

musifex co
45 w. 45 st. n.y.c.
music for feature films
ci-6-4061-2

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IT'S LONG BEEN said that "Macy doesn't tell Gimbels and vice versa," but in the forthcoming David Susskind TVehicle, "Miracle on 34th St." which will usher in the NBChristmas Season Friday, Nov. 27 (8:30-9:30 P.M.) Ed (Santa Claus) Wynn, although in the employ of Macy's, doesn't hesitate to direct shoppers to Gimbels' and/or other rival establishments. . . . For years Walter Kiernan has been heard on radio and TV as announcer, emcee, newscaster but last Saturday night, his stint as moderator-narrator when the Lambs Club honored music publisher Jack Mills, revealed him to be one of the wittiest ad-libbers around. The entire show likewise proved to be one of the greatest ever seen at the Lambs with headliners including Frank Fay, Bert Wheeler, Carol Bruce, Harry Hershfield, Red Buttons, Jack Carter, Eileen Barton, Hal LeRoy, Senator Ford's Sioux City Four, Tommy Dillon, Irving Caesar, aiding Shepherd Bill Gaxton in making the "Jack Mills Nite" an unforgettable event. . . . A short story, "A Nice Guy," written by David Levy and which appeared in the February 1959 issue of *Good Housekeeping*, has been adapted by Richard Berg as a full hour TVehicle which will be NBColorcast on the March 6 "Sunday Showcase" series. Levy, who joined NBC earlier this year as NBC veep in charge of programs and talent, has authored numerous radio, TV stories ever since he joined Y & R in 1938. . . . Joe Salzburg turned in such a fine job on the Lynn-Romero Productions feature film, "Blood Creature," co-starring Greta Thyssen, Francis Lederer and Richard Derr filmed in Manila, that Joe was recalled to the Philippines last month to become associate producer of this firm's new TV series, "Counterthrust." . . . Sandu (Miss New York City) Scott, singer-comedienne of the "Everything Goes" ABChannelled show, will be one of the stars on Jerry Lewis' telethon for Muscular Dystrophy Saturday next over WNEW-TV. . . .

☆ ☆ ☆

Co-hosted by Eydie Gorme and Steve Lawrence and produced by Bill Hobin, next Wednesnite's telecast of "The Golden ABCircle," will highlight a quarter century of hit songs and featuring The Andrews Sisters, Rudy Vallee, Frankie Avalon, Nat King Cole and The Mills Bros. Scripted by Syd Zelinka and Ervin Drake, the orchestra will be batoned by Don Costa. . . . Merv Griffin, "Keep Talkin' " moderator, may be signed to a long term NBContract. The talented lad has come a long way since we first spotted him warbling with Lyle Bardo's Ork back in 1945 over KFRC, San Francisco. . . . King Vidor, director of Edward Small's $6,000,000 United Artists Biblical Spectacle "Solomon & Sheba" will talk about his most interesting film-making career on WPIX next Tuesday afternoon at 2. . . . Monday nite while watching "Peter Gunn," still one of the best private-eye-NBCrime-doesn't-pay series, we noted that the commercial announcer is George Gunn, who likewise is one of the best in his field. . . . Walter Slezak makes his Metropolitan debut next Wednesday in the title role of "The Gypsy Baron" exactly 50 years (and one week) after his father, the late great tenor, Leo Slezak sang his first role in the same theatre Nov. 17, 1909. . . . Harvey L. Glascock, Jr. has been upped to assistant to John W. Kluge, prexy of Metropolitan Broadcasting Corp. He will be succeeded as general manager of WHKleveland by Jack G. Thayer who left a similar post at KFRO, San Francisco, Cal. . . . Alan Gilbert, associate producer of two Wolf Associates TV aces, "Keep Talkin' " and "Masquerade Party," just returned from a three-week vacation in Europe.

20th-Fox and API De Confirmed by Lippert

From THE DAILY Bureau

HOLLYWOOD, Nov. 17. — Robe Lippert, in his capacity as liaison b tween 20th Century-Fox and Ass ciated Producers International, tod confirmed the completion of an A deal with 20th Century-Fox for t production of 14 films to be produc for the latter company during the ne nine months [see MOTION PICTU DAILY, Nov. 17].

The announcement was made at special luncheon in the Beverly Hil Hotel introducing the new comed team, Tommy Noonan and Pete Ma shall, to film buyers representing 3 theatres in the Los Angeles area.

Noonan and Marshall will comple their nation-wide tour for meetin with exhibitors tomorrow at a lunc eon in San Francisco.

Noonan reported that results meeting with exhibitors established future policy of making films that a clean, family-type entertainment. H set forth plans to have exhibitors r view story material before productio as a guide to the undertaking of project.

Lippert announced also that 30 New Year's Eve midnight-show book ings have already been made to launc the comedy team's initial film, "Th Rookie."

Joint Product Drive

(*Continued from page* 1)

members of the four coordinatin groups for advertising, publicity, e ploitation and radio and TV met ye terday in the MPA board room t launch the program. Ted Baldwin, wh has been appointed coordinator of th campaign, presented a general outlin of the drive to the meeting. Taylo Mills, MPA public relations director, i also working with the committee.

All elements of production and dis tribution will be called upon to unit in the drive, it was said, and COMPO ACE, and the national exhibitor or ganizations will be asked to furnish support from the grass roots level.

The advertising coordinating grou of the ad-pub committee will mee today to work out the theme an trademark for the campaign. O Thursday the publicity coordinating group will also hold a meeting.

Cites Stronger Position Today

In a statement issued after the meeting yesterday the ad-pub group said they would seek through the campaign to focus public attention on the 1960 product "through every available information channel." The industry is in a "stronger product position for 1960 than at any time in the past decade," the group said. "This fact was effectively pointed up by the company sales managers in their respective reports at the recent Theatre Owners of America meeting in Chicago. Each sales manager not only had a strong up-beat story in terms of his company's overall release schedule for 1960 but described an exceptional number of outstanding features that will be made available during the coming year."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 98 NEW YORK, U.S.A., THURSDAY, NOVEMBER 19, 1959 TEN CENTS

'op Calibre'

IPAA Drive Will Involve To 20 Films

eeting Again Today on lans for 6-Week Drive

The national joint promotion campgn of the Motion Picture Associan to publicize pictures of all its mbers scheduled for release in 1960 l be restricted to some 15 or 20 ns and will include only those of ery top" calibre, it was learned yesday. Films selected will be from se planned for release all year long d not just those set for the first v months of 1960.

Plans for the six-week drive, which to take place before the first of the ar, are being worked out by the

(*Continued on page* 2)

riskin Pledges Steady olumbia Product Flow

From THE DAILY Bureau

HOLLYWOOD, Nov. 18.—Promise a steady flow of quality product m Columbia Pictures was made re today to ore than 75 ading showen of Southn California y Samuel J. riskin, vicesident in harge of West oast activities. he meeting, eld at the mbassador otel here, arked the art of a tour y Briskin of key West Coast areas on



Samuel Briskin

(*Continued on page* 2)

Wilcox in London After Film Discussions Here

Producer Herbert Wilcox returned o London from here last night followng talks with distribution and finanial executives on his next picture, 'The Reason Why." Discussions here

(*Continued on page* 2)

Saskatchewan Censors Institute New Classification Category—Restricted Adult; Place 2 Films in It

Special to THE DAILY

TORONTO, Nov. 18.—Two pictures have been placed in a new category—restricted adult—set up by the Saskatchewan Board of Censors. The classification, instituted by an Order-in-Council, bars attendance by anyone under 18 years of age unaccompanied by a parent or an official guardian. Such films will not be shown at drive-ins, nor on Friday and Saturday in any location where there is a single theatre.

Films in this category may not be booked from and including Good Friday to the second Monday following Easter and from and including Dec. 24 to Jan. 2. The weekend ban results in children being allowed into theatres during the time best suited to them.

Saskatchewan, only province besides Ontario to have a restricted category, requires films to be advertised in three classifications. These are general (suitable for all age groups), adult (unsuitable or of no interest to children), and restricted adult.

Orders Affecting Stock In Loew's Cos. Signed

Orders affecting the disposition of stock by directors of Loew's Theatres and Loew's Inc. were signed yesterday by Judge Edmund L. Palmieri. Directors of the two companies are required under the consent decree which separated the production company from the circuit to sell stock belonging to the company with which they are no longer affiliated.

Ira Guilden and Nathan Cummings, directors of Loew's, Inc., were given a time extension until Dec. 1 to deposit their stock in Loew's Theatres with a trustee. Laurence Tisch, director of Loew's Theatres, was given until the same day to get rid of his stock in Loew's, Inc.

At the same time Judge Palmieri signed an order approving the action

(*Continued on page* 2)

Fox 9-Month Earnings Total $2,930,532

Consolidated earnings of 20th Century-Fox were $2,930,532 for the 39 weeks ended Sept. 26, the company reported yesterday. This compares with $6,590,991 for the same period in 1958.

Earnings for the third quarter of 1959 amounted to $1,159,662 compared with $1,357,982 for the third quarter of last year. Earnings for the second quarter of 1959 were $840,893.

Income for the 39 weeks this year, including film rentals, television, dividends, and other, was $85,933,864 as compared with $94,136,723 in the same period in 1958.

Earnings for the 39-week period of 1959 amounted to $1.25 per share on 2,338,536 shares of common stock in the hands of the public as compared

(*Continued on page* 2)

'U' Reports 'Pillow Talk' 28% Ahead of 'Life'; Sees It Becoming Company Top All-Time Grosser

Universal's "Pillow Talk," having had 360 engagements in six weeks, some of which are still current, is averaging almost 28 per cent better than 'Imitation of Life," the company said yesterday. At the rate the film is going, it added, "Pillow" can become the biggest grossing picture in the history of Universal, topping even "The Glenn Miller Story."

In its current engagements in the South, "Pillow Talk" is running almost 54 per cent above "Imitation of Life" and in the West, almost 50 per cent.

It is rolling up record extended run engagements in theatres across the country, playing three and four weeks where pictures generally play single weeks and with fifth weeks topping fourth weeks and fourth weeks topping third weeks and third weeks topping second weeks.

At the Music Hall in Seattle the fourth week topped all previous weeks including the initial week, the company said.

Dead Duck

Prospects for Classification Viewed As Nil

Two Months Study of Plan Finds Majority Opposed

The prospects of the industry officially adopting a system of classifying films for adults and children are virtually nil, in the opinion of numerous high placed industry members.

Eric Johnston, Motion Picture Ass'n. president, revealed at a Hollywood press conference early in October that he and his associates were in process of discussing the adoption of a film classification system with religious and other groups that have shown interest in the idea.

At the time, Johnston indicated that he had serious misgivings about film classification. Referring to experiences with adult and juvenile film labeling in England and elsewhere abroad under government regulation and with

(*Continued on page* 3)

Sen. Javits to Speak At Pioneers' Dinner

Sen. Jacob Javits (R., N.Y.) will be the principal speaker at the 21st annual dinner of the Motion Picture Pioneers honoring Steve Broidy, president of Allied Artists Pictures Corp., to be held Monday at the Waldorf-Astoria Hotel.

According to the dinner committee, ticket sales this year have forged toward a record number, with last min-

(*Continued on page* 2)

Settlement Disapproved In G.I.E. 'Holders' Suit

Special to THE DAILY

WILMINGTON, Nov. 18. — Chief U. S. District Court Judge Caleb M. Wright today filed an opinion disapproving a proposed settlement of a suit by stockholders of General Industrial Enterprises, Inc., against G.I.E. and its majority stockholder, Baldwin Securities Corp. "The court concludes," the opinion said, "the plan of settlement is unfair, unreasonable and

(*Continued on page* 3)

PERSONAL MENTION

RAOUL LEVY, French producer, will arrive in New York from Paris today for a two-week stay.

•

GEORGE ROSCOE, special representative of Theatre Owners of America, was in Atlanta on his way back to New York.

•

BARBARA LOUISE COHEN, daughter of BARNEY COHEN, veteran Philadelphia theatre manager now at the Arcadia there, will be married on Dec. 5 to CHARLES M. MILBER.

•

CHARLES JORDAN, Southern district manager for Howco Films, Atlanta, has left there for Jacksonville.

•

MRS. JOSEPH BELDO has given birth here to twin girls, GINA and EUGENA. Father is on the New York staff of United Artists.

•

JOHN HARRELL, official of Martin Theatres, Atlanta, has returned there from Jacksonville.

Wilcox in London

(*Continued from page* 1)

were inconclusive, Wilcox said, and he will return to New York in about two weeks.

Wilcox has already lined up Rex Harrison for a lead in his film, based on a story about the Charge of the Light Brigade, and plans to cast Americans and other top British stars in important roles. Budget for the film is set at £1,500,000. The picture will be made in a wide-screen process and distributed on a road show policy.

Loew's Stock

(*Continued from page* 1)

of Leopold Friedman, director of Loew's Theatres, in depositing his Loew's Inc. stock with the Empire Trust Co. and that of George Killion, director of Loew's Inc., in placing his Loew's Theatres stock with the American Trust Co. of California.

Trustees holding stock are given a free hand to vote it "in the best interests of the company."

Javits to Speak

(*Continued from page* 1)

ute reservations expected to substantially increase the overall total.

Invocation at the affair will be delivered by Dr. Max Nussbaum, rabbi of the Temple Israel of Hollywood, and top entertainers will donate their services to the affair.

MPAA Drive

(*Continued from page* 1)

MPA advertising and publicity directors committee. A meeting of the advertising coordinating group of the committee set for yesterday was postponed and instead the entire ad-pub groups will get together today for further development of the details of the program.

Originally consideration was being given to adopting a trademark or slogan for the drive, similar to "Movies Are Better Than Ever," used in a previous campaign. It was reported, however, that the ad-pub committee will shy away from this tactic, concentrating on publicity for the individual films. There is no thought of making this an institutional program but an all-out publicity campaign, it was explained.

The MPA is asking support from Compo, ACE, and the national exhibitor organizations in focusing public attention on the strong line-up of product from Hollywood next year.

Canadian Circuit Makes 'Pass' Problem Study

Special to THE DAILY

TORONTO, Nov. 18. — 20th Century Theatres, circuit affiliated with Famous Players Canadian Corp. is clamping down on distribution of passes. Managers have reported a great deal of abuse of the passbook privilege with the books often found being used by persons other than those to whom they were extended.

The issue was discussed at length at a recent circuit meeting here. While some managers defended the use of passes on the grounds that they help "politically," most reported they were doing away with them. The suggestion was made that occasional individual passes will do the most good.

Another problem taken up by the managers was that of people seeking access to the theatre on the grounds that they want to look for a friend and will "return in just a minute." Often the doorman doesn't see them again until the performance is over. No positive action was taken on this matter.

Three New Films for Major Productions

Acquisition of three pictures for release in the United States and other English-speaking countries by Major Productions, Inc., was announced yesterday by Samuel Schneider, head of that company. Schneider has just returned here from a trip to Europe.

The films are "Herod the Great," a Biblical spectacle; "The Unfaithfuls," a Ponti-de Laurentiis production; and "Caltiki, the Immortal Monster."

Ask 5% of SAG Salaries For Retirement Fund

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. — The Screen Actors Guild will seek five per cent of all gross salaries and participations paid to actors from producers to support its proposed retirement, health and welfare fund as one of its major new contract demands, when it meets with production companies on expiration of the present agreement in January.

With SAG salaries estimated at $65,000,000 annually, producers will be asked to contribute approximately $3,250,000 to the union's fund, it was disclosed today in a report on Monday night's SAG membership meeting in the Beverly Hilton Ballroom, where the Guild's national executive secretary John L. Dales set forth a number of demands that will be made, including a formula for a percentage of income from post '48 films released to television.

Three Principal Demands

Highlighting the list of demands are: elimination of term contracts for actors involving both television and features, to avoid "cross-use" of talent for low television minimums; unauthorized use of film clips where top starring or featured film players appear; compensation for weekends on personal appearance tours.

Highlighting the demands on television issues: higher minimums for television than theatrical rate; higher residuals or higher re-run percentages; stricter rules governing series and pilot options; elimination of all prepayments of residuals.

Dales also reported SAG board's placement before membership for ratification a by-law amendment eliminating the classification difference between SAG and the Screen Extras Guild.

Fox Earnings

(*Continued from page* 1)

with $2.87 per share on 2,293,186 in 1958 for that period.

A quarterly cash dividend of 40c per share on the common stock was declared payable Dec. 26 to stockholders of record at the close of business on Dec. 11.

'Sheba' Study Guide

United Artists is distributing a special "Solomon and Sheba" study guide and information kit to more than 100,000 schools and colleges, and 32,000 libraries and 5,000 women's clubs throughout the country as part of its promotion campaign for the Edward Small film. The campaign is designed to generate word-of-mouth attention for the film with selective audience segments and opinion-making groups and organizations.

Briskin Pledg

(*Continued from page* 1)

behalf of the company's current ca paign to acquaint exhibition with plans for 1960.

"We at the Hollywood studio a proud of our contributions to the i ternational entertainment progra which finds our pictures being film all over the world, as well as at t studio," Briskin said. In effect, t studio has become the hub of the t mendous production activity now g ing on and planned to continue in t four corners of the world. It is reaso able to assume that 85 per cent of o product is being made directly und the influence of the studio. During t past year, after announcing our blu print for the future, we have bee working hard lining up suitable pro erties and top-notch casts to appear i the films, both for ourselves and ou independent producers."

The efforts of the past 12 month were disclosed by Briskin, who pre sented Columbia's release schedule o 40 major films for the 13-month perio starting Jan. 1, 1960. Briskin said Co lumbia fully recognizes the responsi bility to the exhibitor and with thi thought in mind "the company ha pursued this top-level program, real izing that without making available top product in ever-increasing supply we would be letting the exhibitor down."

San Francisco Next

Briskin will leave here tomorrow for San Francisco where he will address exhibitors from Northern California and the Pacific Northwest. The meeting will be held at the Fairmont Hotel. Briskin will be accompanied by John Flinn, studio director of publicity and advertising.

Art, Costume 'Oscars' Again Are Separated

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. — The board of governors of the Academy of Motion Picture Arts and Sciences has voted to again recognize separately achievements in a black-and-white production and in a color picture when bestowing "Oscars" for art direction and costume designing next April 4, it has been announced by B. B. Kahane, Academy president.

The separate awards had been voted regularly by the Academy until two years ago.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST



For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5

630 NINTH AVE. - NEW YORK 36

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

w Theatre Planned Levittown, N. J.

Special to THE DAILY

HILADELPHIA, Nov. 18. — Plans building a new indoor theatre in ittown, N. J., were announced here Melvin J. Fox, head of Fox Thea- The theatre, to be known as the , will be situated in the shopping er of the new Levitt development. n opening is planned next year. ing capacity will be 1,200 seats 70mm projection will be installed.

tholic Paper Backs entury' Editorial

Special to THE DAILY

ALBANY, N. Y., Nov. 18.—*The ngelist,* official weekly publication he Albany Roman Catholic Diocese, editorially endorsed the stand of *Christian Century* that Protestant rches withhold support from the ti-Biblical Biblical extravaganzas." The Legion of Decency and intelli- t Catholics should give whole rted agreement and hearty support the Protestant church magazine's stence that these 'lurid distortions the Bible' be effectively chal- ged," *The Evangelist* stated.

"In evaluating some of these ex- vaganzas," the diocesan weekly ded, "the National Legion of De- cy objected to excessive sensual- in costuming, dancing and nations seriously offending the Ju- eo-Christian concept of modesty d decency." The *Knickerbocker ws* reprinted a portion of *The angelist* editorial.

ettlement Disapproved

(*Continued from page* 1)

realistic, and accordingly approval denied."

Judge Wright told attorneys that m the evidence the court was un- le to satisfy itself that the proposed change of five shares of Baldwin one share of G.I.E. will be of any nefit to G.I.E. stockholders or rep- sent in the slightest degree any com- omise of the claims of G.I.E. against ldwin and its officers and directors.

In the complaint filed July 15, 1958, uidation and dissolution of G.I.E., rmerly the Midvale Company, was ught by G.I.E. stockholders, Norte d Co. and Irving A. Koerner of ew York, who brought the action on behalf of themselves and all other olders of common stock of G.I.E. milarly situated.

An amended complaint filed in De- mber, 1958, brought into the case e September 1958 purchase of 80,- 00 shares of Loew's, Inc., stock by .I.E.

nstall Century 70mm

Century's 70/35mm projector sys- m has been purchased by the Prin- ss Theatre, Nashville, Tenn., Frank . Cahill, Jr., sales manager of Cen- ury Projector Corp., has announced ere.

Classification Prospects Nil

(*Continued from page* 1)

enforcement legislation, Johnston termed it "censorship."

"I have always been against censorship of any kind," he said. "One question we are faced with (in considering film classification) is whether we would be inviting the very censorship we abhor."

In the more than two months since discussion of the subject of classifications was opened, Johnston reportedly has not changed his views of it and, in fact, may have added some misgivngs to those he held originally, some high ranking executives feel.

The impression is inescapable that the idea is opposed by a huge preponderance of influential producers, distributors and exhibitors, most of whom regard it as fundamentally limiting the potential audience for practically every picture made and sold. Exhibitors see the further problem of policing patronage and being responsible for mistakes in judgment of employes.

Scattered support for the idea comes from some small theatre situations where local groups have brought extra pressure to bear on exhibitors to bar children from some of the more frankly adult-theme films now in release. These feel that if pictures eame to them labeled by an industry authority as for adults or family it would not only take the heat off them but also would provide them with a built-in alibi in case of future criticism being directed at them.

The seemingly overwhelming trade opinion is that any serious attempt to foist film classification on the industry now either would be howled down or would prove to be unenforceable because of lack of solid support for it.

Film Museum Committee Meets on Coast Tonight

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. — Presentation of preliminary plans for the Hollywood Motion Picture and Television Museum by architect William Pereira will be the highlight of the museum commission's regular monthly meeting, to be held tomorrow night at Commissioner Mervyn LeRoy's home. A report on recommendations for the museum site will be made by A. E. England, head of the locations committee.

Other matters scheduled to be brought before the group by chairman Sol Lesser are: a report on selection of an executive director, interim financing for the museum commission, a proposal to join the International Federation of Film Archives, and approval of an invitation to the recording and sheet music industry to participate in the museum project.

FTC in 'Trust' Move Against ABC Vending

From THE DAILY Bureau

WASHINGTON, Nov. 18. — The Federal Trade Commission has charged the ABC Vending Corp. with violating the anti-trust laws by acquiring two large competitors. The FTC complaint charges ABC with anti-trust violations by acquiring two years ago Confection Cabinet Corp. and Charles Sweets Co.

The complaint seeks to break up the two mergers.

Siegel Assigns Gregory

HOLLYWOOD, Nov. 18. — Paul Gregory, recently signed to a producer contract by MGM, has been assigned a second property by studio head Sol C. Siegel. Gregory will produce "Your Cheatin' Heart," story of Hank Williams, one of America's top folk singers and composers.

Also on Gregory's agenda at MGM is "God and My Country," for which MacKinley Kantor is writing the screenplay.

Levine Lunch Guests To Hear 'Ripper' Score

Guests of Joseph E. Levine, president of Embassy Pictures, at a luncheon on Monday to promote his new film "Jack the Ripper" will hear the score of the picture via wire while they dine. The affair for 500 film executives and press representatives will be in the Terrace Room of the Hotel Plaza.

George Jessel will fly from Los Angeles to preside at the event and Gypsy Rose Lee will be guest of honor. Miss Lee, who gained considerable reputation as a writer of mystery novels, is a member of Embassy's newly appointed panel of crime connoisseurs—along with Basil Rathbone and Peter Lorre—which will screen and approve all Embassy product dealing with the subject of mystery, murder, or crime detection.

Adolph Zukor, Barney Balaban, George Weltner, Si Fabian, Sam Rosen, and Eugene Picker are among the industry leaders who will attend.

Publicity Tour Planned For 'Porgy' Openings

Three Columbia Pictures publicity executives will begin Nov. 30 a 14-city Christmas saturation campaign for scheduled road show engagements of Samuel Goldwyn's "Porgy and Bess."

Mervin Houser, publicity head of Goldwyn studios, will visit Denver, Dallas, Salt Lake City and San Diego. Howard E. Kohn II, national road show manager, will stop at Buffalo, Rochester, Syracuse, Indianapolis, Louisville and Minneapolis. Dayton, Columbus, Pittsburgh and Miami Beach will be visited by Howard Newman, New York publicity manager.

The three men will travel as Goldwyn's personal representatives to consult with circuit heads and theatre managers in planning individual exploitation arrangements. Transportation, television, radio and press tie-ins have been scheduled.

PEOPLE

Edwin Gage, executive vice-president of Falter Reade, Inc., Oakhurst, N. J., has been elected a member of the executive committee of Theatre Owners of America, and has been chosen treasurer of the National Association of Concessionaires. As far as can be recalled, this is the first time that an individual has been an elected officer of both organizations at the same time.

□

Reg Plumb, manager of the Capitol Theatre, Saskatoon, has been elected president of the Saskatchewan Motion Picture Exhibitors Association, succeeding **F. J. Lundholm,** of Swift Current. **William Johnston,** of Yorktown, was elected vice-president. **Jack Heaps,** of Regina, was reelected secretary.

□

Paul Tolis, of Tolis Theatres, has appointed his son, **Charles R.** as general manager of the Meriden Theatre, Meriden, Conn., and the Newington Theatre, Newington. The son will continue to serve as resident manager of the first-run Meriden. **Mario Aronne,** formerly with the Hartford Theatre Circuit, and more recently an independent exhibitor at Glastonbury, Conn., has been named resident manager at the Newington.

□

Joseph Archuletta has been named manager of Fox Intermountain's Denver Theatre, Denver. He comes to his new post from the managerial position at the Oriental Theatre.

□

Leonard Kupstas is now manager of the first-run Embassy Theatre, New Britain, Conn., succeeding **Edward McCloskey,** who has resigned to resume New York acting studies. At the same time, **Gerard Bouchard,** formerly with United Aircraft Corp., has joined the circuit as assistant manager of the Strand Theatre, succeeding **Oscar Boyajian,** resigned.

□

Albert W. Brinson has been appointed manager of the Five Points Theatre, Columbia, S. C. He was formerly manager of the Palmetto Theatre there.

□

Eve Ettinger has been named head of the story department at Screen Gems, succeeding **Don Moore,** resigned.

□

Bill Glover, formerly of Ardmore, Okla., has joined the United Artists booking staff in Atlanta. Another newcomer on Film Row in the Georgia capital is **Hal Jordan,** former Durham, N. C., exhibitor, now working as a salesman for Allied Artists.

□

Lex Benton, president Benton Bros., Film Express Forwarding Co., Atlanta, has been elected commodore of the Allatoona Yacht Club.

LOOK

THE PROMOTION BARRAGE BEGIN



co-starring MICHAEL CALLAN · TUESDAY WELD and VIC

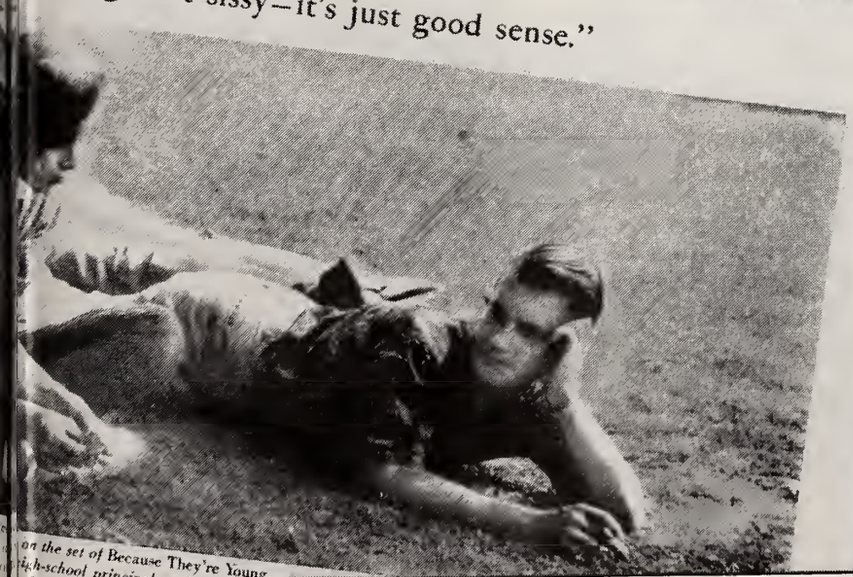
...at this!...

...OR DICK CLARK in 'BECAUSE THEY'RE YOUNG!'



Clark is surrounded by teen-agers (above) in his first movie, Because They're Young. Under his Columbia contract, he will produce another motion picture next year, featuring young singing and acting talent.

...ooming isn't sissy—it's just good sense."



...on the set of Because They're Young. ...igh-school principal, and Clark as a ...udents solve their personal problems.

...ccasionally, I'm asked how come I ...d give advice to teen-age...

...first date

...up of recording artists ...show in a Midwestern ...e curtain went ...ew it, she was ...suddenly ...belonged to a ...they chatted ...long the way, ..., but that you ...me."

The teen-ager ...ld her that she ...show; that she ...nd that Connie ...

...neither sought ...g girl has been ...s Connie's way ...

...s will impress ...when you enter ...re one of those ...you are a girl, ...n show interest ...sing him. This

Here's the opening gun in the huge publicity campaign on your big EASTER TEEN-AGE attraction from *Columbia!*

GUEST STARS

JAMES DARREN • DUANE EDDY and the REBELS

...A SHAW with WARREN BERLINGER • ROBERTA SHORE • Screenplay by JAMES GUNN • Based on a novel by JOHN FARRIS • Produced by JERRY BRESLER • Directed by PAUL WENDKOS • A DREXEL PRODUCTION

M-G-M's MIGHTY 'BEN-HUR' SETS BROADWA

NEVER BEFORE in Broadway history has any motion p ture won the acclaim given to Metro-Goldwyn-Maye "Ben-Hur" at its gala World Premiere last night at Loew's Sta Theatre, which drew a host of celebrities from the entertai ment, business and social worlds. The William Wyler presen tion begins its reserved seat engagement with a record-breaki advance mail-order and box-office sale of $150,000.

Joining Director Wyler at the premiere were stars Charlt Heston, Haya Harareet, Stephen Boyd and Martha Scott.



Russell Downing, president of Radio City Music Hall, and Sid Goldman.



Mr. and Mrs. Abe Fabian and Stanley Warner Theatres President Simon Fabian and his wife.



Benjamin Kalmenson, Warner Brothers executive, and his wife.



Mr. and Mrs. Spyros Skouras with friends Mr. and Mrs. Thomas Pappas of Boston and Rick Ricketson.



Walter Reade, President of Walter Reade Theatres, and Mrs. Reade.



Abe Montague, Vice President of Columbia Pictures, and Mrs. Montague.

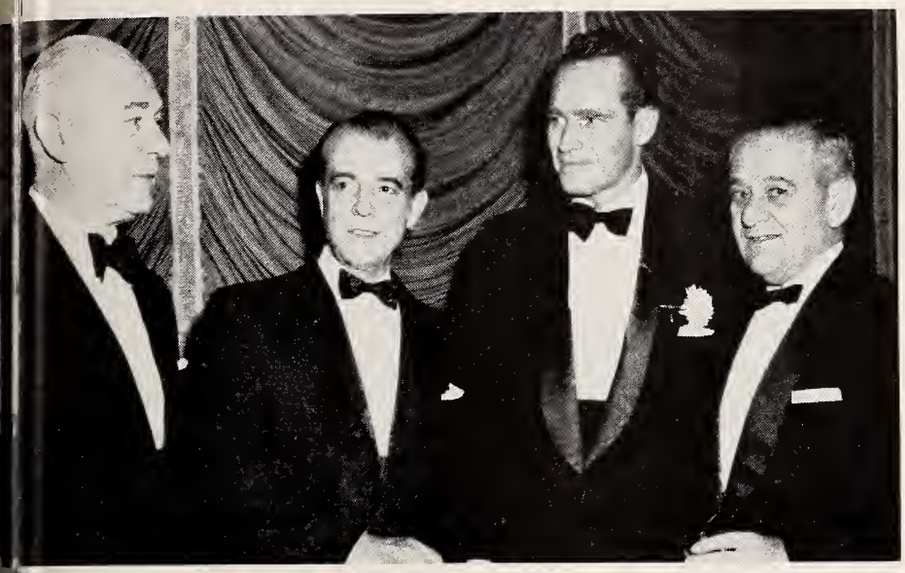


Playwright James Costigan and actress Susan Strasberg.

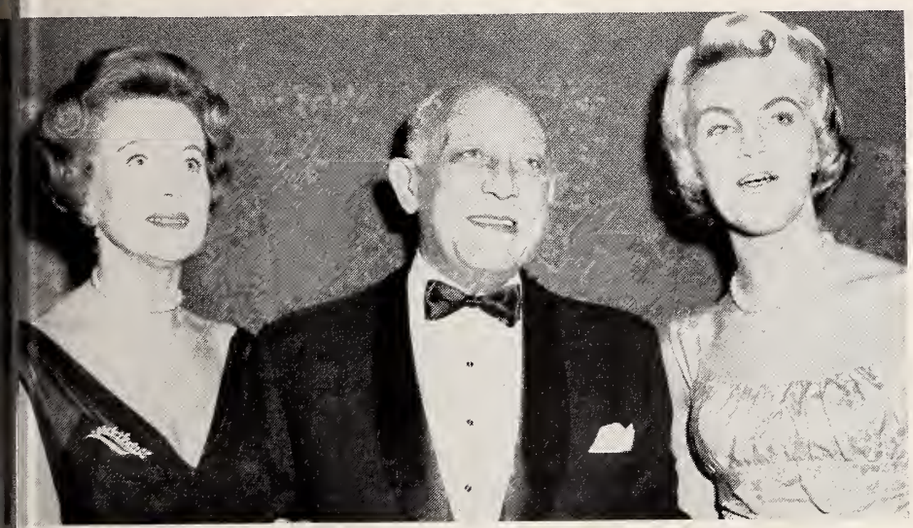


"Ben-Hur" literally sets Broadway ablaze at i Loew's State World Premiere.

BLAZE IN LOEW's STATE WORLD PREMIERE



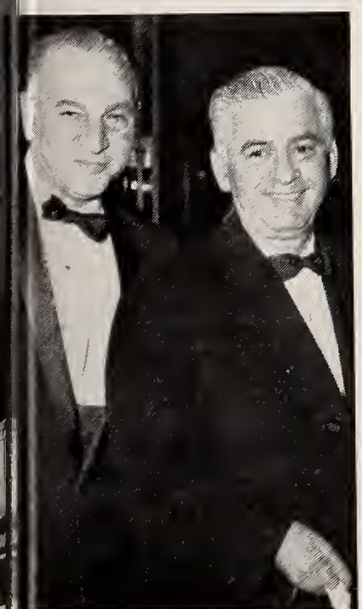
MGM Studio Head Sol C. Siegel; Ramon Novarro, the first screen Ben-Hur; Charlton on, who plays the title role in the new production; and Director William Wyler.



ph R. Vogel, President of Loew's Incorporated, with Mrs. Vogel and daughter Karen kassow.



Haya Harareet, the Esther of "Ben-Hur," and Stephen Boyd, who portrays Messala.



rold Zeltner of MGM and Sol A. hwartz, RKO Theatres President.



Mr. and Mrs. Harry Brandt and Richard Brandt.



General Omar Bradley and Mr. and Mrs. Sol Hurok.



Mr. and Mrs. George P. Skouras.

"One of the side-busters of the season..

with a million funny ones! Maritally, sexually and censorially right up to the maturity mark, 1959! Director David Miller has handled the picture with skill and courage. Never a dull, asexual moment!" —*ARCHER WINSTEN, Post*

"Slick, hilarious! Sharp wit-snapping!" —*TIME MAGAZINE*

"Racy, risque and funny!" —*JESSE ZUNSER, Cue*

"Saucy and bright romping! David Niven and Mitzi Gaynor are happily teamed... the assorted antics move at a breezy pace! Built for laughs and gets them!" —*ROSE PELSWICK, Journal American*

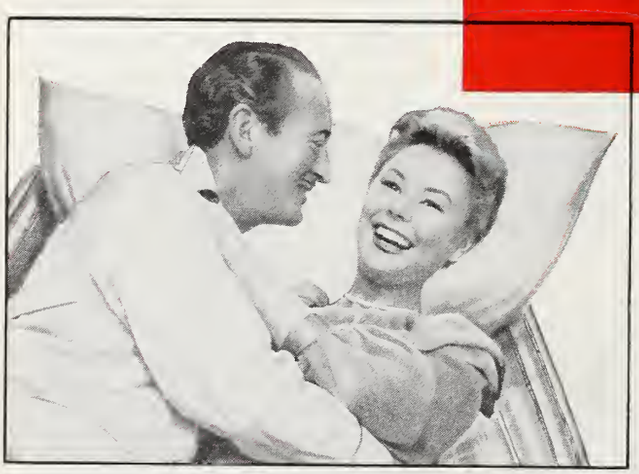
HA

ha HA

Happy Holiday Bookings...

BOSTON, Gary ..... NOV. 24th
WASHINGTON, Ontario .... DEC. 18th
CHICAGO, Roosevelt ..... DEC. 24th
PHILADELPHIA, Viking .... DEC. 25th
NORFOLK, Riverview ..... DEC. 25th
MINNEAPOLIS, World ..... DEC. 25th
ATLANTA, Rialto ..... DEC. 30th

Now in New York Victoria and Plaza Theatres



FIELDS PRODUCTIONS Presents

Happy Anniversary

The Motion Picture Dedicated To The Proposition!

THE FIRST COMEDY FILMED IN SIN*ASCOPE THE MOST EXCITING PROCESS EVER INVENTED

DAVID NIVEN · MITZI GAYNOR

THRU UA

co-starring
CARL REINER · LORING SMITH · MONIQUE VAN VOOREN · PHYLLIS POVAH and PATTY DUKE

Screenplay by JOSEPH FIELDS and JEROME CHODOROV · Based on their play "Anniversary Waltz" · Music by SOL KAPLAN and ROBERT ALLEN · Songs: **"I Don't Regret A Thing"** and **"Happy Anniversary"** Music by ROBERT ALLEN · Lyrics by AL STILLMAN · Directed by DAVID MILLER · Produced by RALPH FIELDS · A Fields Productions, Inc. Presentation

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 99 NEW YORK, U.S.A., FRIDAY, NOVEMBER 20, 1959 TEN CENTS

EDITORIAL

The Pioneers Gather

By Sherwin Kane

INDUSTRY veterans from all parts of the country will gather here on Monday for their annual evening reunion and reminiscence under the ing of the Motion Picture Pioneers, nd to do honor to one of the most opular of their number—Steve Broi-y, Allied Artists president.

Ned E. Depinet, president of the ioneers, reports that tickets for the inner are at a premium, with every ndication that the attendance at this 1st annual event will set a record.

There are indications, too, that a ecord number of new members will e admitted to the Pioneers come Monday evening. Between 80 and 100 re expected to be sworn and to re-ite the Pioneers' membership pledge.

•

The annual Pioneers' dinners afford prime opportunity for the industry's ld-timers to get together, swap tories and generally have a good time s well as a good dinner. This, and nore, as a concomitant to honoring he Pioneer of the Year.

There is, of course, a serious back-round to the social activities of the vening. It is to be found in the und-raising aspects of the annual inners, such as the drawing for an utomobile, surplus receipts from the inner and voluntary contributions of nembers.

Sums thus realized are made avail-ble to investigated and attested cases f genuine need among former mem-ers of the industry. This private and oluntary work of the Pioneers is the ole assistance available within this reat industry to those of its former nembers who, for whatever reason, ave reached the end of their re-ources.

•

This year's heavy demand for ickets is attributed to the widespread opularity of the Pioneer of the Year —a reformed distributor turned pro-ducer, beloved of exhibitors who ex-pect to buy his blockbusters flat.

Steve is a native of Massachusetts, ttended Boston "U" and entered the ndustry with the old Franklin Film Co. in the New England territory in 1925. Following associations with Uni-versal and Warners he joined Mono-gram, Allied Artists' predecessor com-pany, as sales manager in 1933. He was elected A-A president in 1945, completing the trip from the back room to the front office in 20 years, and without making an enemy.

Map Methods to Carry to Public News Of Top Product Forthcoming in 1960

Methods by which the Motion Picture Association will take to the public the story of the strong product forthcoming in 1960 in their joint publicity campaign were worked out by the publicity co-ordinating group of the MPA advertising-publicity committee here yesterday. Phil Gerard, Eastern advertising and publicity director for Universal Pictures, presided, and a step-by-step outline for the program was presented by Ted Baldwin, coordinator of the campaign.

It was proposed that the drive be officially launched by Eric Johnston, MPA president, with a letter to pub-

(*Continued from page 3*)

Faith Keynotes MPAA-ACE Meet

Representatives of the Motion Picture Association of America and the American Congress of Exhibitors, following a joint meeting at the Hotel Astor here last night summed up the result of the conclave in four words—Faith, Confidence, Cooperation and Optimism.

Strongly emphasized during the conference was the highly encouraging production plans of major producers, their expressed intention to make more, and high quality, films, and their determination to spend considerably more money for the purpose

(*Continued on page 4*)

Para. to Release 8 Films in Four Months

Paramount Pictures will release eight films in the four-month period January through April, it was learned yesterday. In addition the company will have two reissues in January—"The Bridges at Toko-Ri" and "The Country Girl."

Included in the line-up is "Circus

(*Continued on page 3*)

Hawaii Theatres Aid In Will Rogers' Drive

Twenty-five theatres in the Hawaiian Islands have responded to the annual appeal to take up audience collections and employee's Christmas salutes for the advancement of the Will Rogers Hospital healing and research program.

"It would be well for some of us

(*Continued on page 4*)

Mrs. Twyman to Address D. C. Exhibitors Today

Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Association, will address about 50 exhibitors of the District of Columbia area at Caruso's restaurant in Washington today. Her subject will be "Know Your Patrons." It will follow the main theme of her address to the Theatre Owners of America convention in Chicago last week.

'Ben-Hur' Wins Lavish Praise From New York Film Critics

"Ben-Hur" generated stunning praise from the daily press here yesterday, following the world premiere of the $15,000,000 MGM "blockbuster" Wednesday night at Loew's State Theatre on Broadway.

Excerpts from major newspaper reviews follow:

BOSLEY CROWTHER, *The Times*: " . . . The most stirring and respectable of the Bible-fiction pictures ever made . . . a remarkably intelligent and engrossing human drama . . . some of the most forceful personal conflicts ever played in costume on the giant screen.

"His (William Wyler's) big scenes are brilliant and dramatic—that is unquestionable. There has seldom been anything in movies to compare with this picture's chariot race . . . the enactment of the crucifixion is impressively personal, strong and real."

KATE CAMERON, *Daily News* (four stars): ". . . An absorbing human drama . . . an overall spiritual

(*Continued on page 5*)

Oil Report

Loew's Gains Continue to Mount: Vogel

Second Dividend Declared; Top Films Besides 'Hur'

Terming 1959 "a year of substantial gain" for Loew's, Inc., Joseph R. Vogel, president, reported yesterday that the company has continued to make further progress in the current fiscal year (begun Sept. 1) "and all operations are increasingly on the upgrade."



Joseph R. Vogel

The Loew's board of directors, meeting yesterday following the world premiere of "Ben-Hur" at the new Loew's State the night before, declared a quarterly dividend of 30 cents per share, payable Jan. 15, 1960,

(*Continued on page 2*)

Wilder Likes 'Liberal' Application of Code

Taking a few minutes out from shooting a scene for his picture, "The Apartment," in Central Park the other night, Billy Wilder said he was very pleased with the new "liberal application of the Production Code and felt that the motion picture is now able

(*Continued on page 4*)

Embassy Case Reopens With Clash of Lawyers

Special to THE DAILY

SAN FRANCISCO, Nov. 19.—Once again the eight-million-dollar Embassy Theatre monopoly suit against Paramount Theatres, Fox West Coast and others has run into a snag. In a court

(*Continued on page 4*)

TELEVISION TODAY—page 5

PERSONAL MENTION

BILL WATTERS, West Coast publicist for "Scent of Mystery," arrives here today from Los Angeles.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, is a grandfather for the ninth time. The child is also his first male grandchild.

•

WILLIAM MEIER, Paramount sales manager in Cincinnati, and DONALD HICKS, branch manager there, will arrive here at the weekend for meetings at the home office.

•

J. J. MALONEY, M-G-M Central Division sales manager, is in Cincinnati from Pittsburgh.

Col. Issues Brochure on Von Braun for 'Stars'

Almost nine months in advance of the release of Charles H. Schneer's "I Aim at the Stars," the story of Dr. Wernher von Braun, Columbia Pictures is distributing an informational brochure and has set up a bureau to provide data on the life and accomplishments of the rocket scientist.

The 16-page illustrated brochure, which provides biographical data, background and a collective indication of Dr. von Braun's standing among world leaders will receive an extensive around-the-world mailing to press outlets.

In an accompanying letter, Paul N. Lazarus, Jr., Columbia vice-president, states that the brochure is being distributed due to "considerable number of requests of various kinds for accurate, factual information pertaining to Dr. von Braun."

The special bureau has been set up to provide any further information desired by the press or radio and TV commentators and to service special material.

Exhibitors Invited to Col. Film Group Meet

Special to THE DAILY

COLUMBUS, O., Nov. 19.—Columbus theatremen have been invited to attend an open meeting of the Interfaith Better Entertainment Committee to be held at 1 P.M. Tuesday at North Broadway M. E. Church.

Theme of the meeting will be "The Movies Your Children See." Mrs. Walter Harris, committee chairman, will preside. Norman Nadel, theatre editor of the *Columbus Citizen-Journal*, will be among the speakers. All Columbus dailies print weekly lists of recommended pictures prepared by the committee.

Loew's Gains Mount: Vogel

(*Continued from page* 1)

to stockholders of record on Dec. 22, 1959.

A quarterly dividend of 30 cents per share was paid by the company last Oct. 14, the first after an interval of several years.

"'Ben-Hur,' of course, is a most important factor in the company's projections, particularly after the outstanding reception it received last night at its world premiere," Vogel said.

"However, beyond the great potential of 'Ben-Hur,' we have for release during the current year some of the finest motion pictures in the company's history. At the same time, all our other operations reflect the company's new vitality."

Vogel said the company plans to furnish stockholders within the next few days with the annual report for the fiscal year ended Aug. 31, which includes audited financial statements covering the company's operations.

And in another development, Charles A. Perlitz, executive vice-president of Continental Oil Co., Dallas reported that the drilling of a first test oil well on the M-G-M lot in Culver City has produced "promising" cores in a section of about 125 feet between a depth of 8,000 to 9,000 feet.

Testing Started in the Area

Continental started testing the area this week and believes it will take from several days to a few weeks to know what the final results will be.

San Francisco Festival Playing Near Capacity

Special to THE DAILY

SAN FRANCISCO, Nov. 19.—The third annual San Francisco International Film Festival rolled into its second week yesterday with almost capacity houses recorded for the first week. The festival closes next Wednesday with the showing of Great Britain's "The Mouse That Roared," already sold out in advance.

Two previous SRO showings were Brazil's festival offering of "Orfeu Negro" and the United States' "Beloved Infidel." Other heavily attended programs were Japan's "The Hidden Fortress" and India's "The World of Apu."

List Is Longer Than 1958

This year's list of short subject entries is by far longer and better than those of previous years. Of those shown so far, two that have won warm audience acclaim were "Skyscrapers," a U.S. entry filmed in New York City, and Italy's "Bernini," which shows the construction going on with what will be the world's biggest dam.

Wolfe Cohen Coming

HOLLYWOOD, Nov. 19. — Wolfe Cohen, president of Warner Brothers Pictures International Corp., will leave here over the weekend for New York conferences. He also will fly to Cuba and other Caribbean capitals to discuss forthcoming releases including "The FBI Story," "The Miracle," and the recently contracted-for Japanese film, "Kagi."

Youngstein to Be Dined

Max Youngstein, United Artists vice-president, will be honored by the Joint Defense Appeal at a luncheon to be held at the Hotel Astor here on Tuesday.

Sam Goldwyn Returns To West Coast Today

Samuel Goldwyn returns to Hollywood today after a nine-week visit here during which time he underwent surgery for a knee-injury, and completed negotiations with Columbia Pictures for the foreign road show premiere of "Porgy and Bess." Goldwyn entered Harkness Pavillion on September 29 and was released two weeks later. The doctors declared the operation a complete success and discharged him from post-operative treatment last week.

During her husband's convalescence, Mrs. Goldwyn substituted for her husband at many of the Eastern premieres of the picture and public functions.

Treasury Department Tie-In for 'Arabian'

Columbia Pictures has arranged a promotional tie-in with the United States Treasury Department centered around UPA's "1001 Arabian Nights," a Columbia release. The Treasury Department has arranged for more than 40,000 Post Office trucks to each carry two posters, cross-plugging United States Savings Bonds and the film.

Beginning Dec. 16 and continuing for one month, the postal trucks will carry the posters, bearing a picture of Mister Magoo, and the words, "Your magic carpet to the future—U.S. Savings Bonds—Says Mister Magoo of '1001 Arabian Nights'."

'Petticoat' Bookings

"Operation Petticoat," the Granart Production being released by Universal-International, has been booked for an important series of key city openings for the Christmas-New Year's holiday following its world premiere as the Christmas picture at the Radio City Music Hall.

TENT TALK

Variety Club News

MEMPHIS — Variety Club T No. 20, at its general meeting h at the club here selected the f lowing crew for 1960: Richard Lig man, R. L. Bostick; Conrad Ba Fordyce Kaiser, Daniel W. Cours Howard Nicholson, Bailey Pritcha Joseph Keifer, Nate Evans and Arkin. Chief barker for 1960 will made known shortly.

Also elected at the meeting was t 1960 board of directors for Memp Variety Club's Children's Heart stitute: M. H. Brandon, Ed Sapinsl R. L. Bostick, William Goodman a Edward P. Doherty. M. H. Brand is currently president of the board.

Dr. Lorin E. Ainger, chief-of-st of the institute gave a report on progress so far this year.

△

DAYTON, O. — Walter Beachl president of United Fireworks Ma facturing Co., was reelected ch barker of the Dayton Variety Club a fourth term this past week. Oth officers are Harry Good, first assista chief barker; William Keyes, seco assistant chief barker; Roy Wel property master, and Sylvan Fre dough guy.

△

BALTIMORE — Baltimore Varie Club, Tent No. 19, elected R Thompson, local advertising executiv as chief barker; with first and seco assistants, respectively, Bernard Se man, former manager of the Hipp drome and George Doetsch, radio e ecutive.

William Schnader is the new pro erty master and William Howard w elected dough guy. The new board directors includes, in addition to th elected officers: Joseph Skelly Ga fink, Victor Rubin, Al Zlatin, H Boyar, Sam Schevker and Euge Fisher.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
MAX REINHAROT'S
"THE MIRACLE"
Starring
CARROLL BAKER ROGER MOORE WALTER SLEZAK VITTORIO GASSMAN KATINA PAXINOU
A WARNER BROS. Picture in TECHNIRAMA® & TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "CONTRASTS IN RHYTHM"

"HOLDS ONE SPELLBOUND" HERALD-TRIBUNE
"HATIKVAH"
(THE HOPE)
STARRING
SHOSHANA DAMARI
55th ST. PLAYHOUSE
BETWEEN 6th AND 7th AVES., NEW YORK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

MPAA Group

(*Continued from page* 1)

hers and a "kick-off" press conference.

Representatives of the publicity ordinating group agreed to provide embers of their company publicity affs to work with Baldwin on special aterial for business and financial ublications, women's features, teenge market releases and house organ ories.

Mrs. Margaret Twyman, MPA director of community relations, will ant special stories for women's roups and community organizations.

In addition a program enlisting the pport of the studio publicity direcrs committee and Clarke Wales of e Association of Motion Picture Proucers in Hollywood is also underway.

Charles McCarthy of COMPO will andle feature stories through the OMPO field committees now plantg material locally in some 146 key ewspapers.

Fact Sheet to Be Available

Now in preparation is a fact sheet escribing the purposes of the camaign with appropriate industry facts nd figures, titles and credits of the p product from all member comanies to be publicized in the drive nd other pertinent data.

A meeting to develop the TV and adio phases of the campaign is lanned for next week with the adub TV and radio coordinating group.

Present at yesterday's meeting, in ddition to Gerard, were Hortense horr, Columbia; John Boone, Buena ista; George Nelson, Warners; Bob layall, 20th Century-Fox; Harold and, Paramount; Paul Kamey, Uniersal; Burt Sloane, United Artists; aylor Mills, MPA; and Baldwin.

Film-Editor Nominees To Be Revealed Dec. 8

From THE DAILY Bureau

HOLLYWOOD, Nov. 19. — Ten heatrical motion picture features and 1 television films and episodes are ompeting as final nominees for selection in each category as "Best Edited" y members of the American Cinema ditors, Inc. This is the first time film ditors have nominated and selected heir own choices for best editing in heatrical and TV films, having preiously honored selections by the moion picture and TV academies.

Results of the balloting, with wards going to the top film and four unners-up in each division, will be evealed on Dec. 8, at an invitational ocktail party in the Beverly Hills Hotel.

A Question of Titles!

"The Story on Page One" is the inal title for the Jerry Wald-Twenieth Century-Fox production preiously titled "The Story on Page One" and subsequently called "A Question of Morality" and "A Queston of Morals."

REVIEW:

The Snow Queen

Universal

A FEATURE-LENGTH animated cartoon made in Russia and based on Hans Christian Andersen's beloved fairy tale, "The Snow Queen," serves as the basis for this Universal release aimed at small-fry audiences. Universal, of course, has done a lot to the original Russian picture, adding a special live-action prologue starring Art Linkletter, an entirely new sound track featuring the voices of Sandra Dee, Tommy Kirk and Patty McCormack, and a new musical score which includes three bouncy little tunes. No one, without being told, would have the slightest idea that the film had not been made originally in the English language.

The main body of the film—the cartoons, animation and screenplay—can be credited to Soyuzmultfilm Productions of Moscow. This relates the Andersen once-upon-a-time tale of a little boy who is kidnapped by the evil, cold-hearted snow queen and the adventures met by his small, sweet-spirited girl friend when she sets out to rescue him. With the exception of one sequence in which the little girl encounters some ferocious but quite jolly bandits, her adventures are fairly bland and unexciting, even for very small kids. Miss Dee provides the voice for the little girl (getting a chance to sing a chorus of "Do It While You're Young"); Kirk's is the boy's voice, and Miss McCormack provides the voice for a little bandit, nicely named "Angel."

The Art Linkletter prologue, in which the TV personality is handing out Christmas presents to some attractive kids and then starts to read to them from "The Snow Queen," actually seems somewhat superfluous since the cartoon feature itself also includes an introduction of sorts in the form of a tiny, gnome-like gentleman who introduces the story and provides occasional narration. Linkletter's fame and popularity, however, should give the picture much needed exploitation assistance.

The animation and color (the Russian color negative has been printed this side by Eastman) are perfectly adequate, though without the style which U.S. audiences expect in their cartoons today. Heavy selling to put the picture across in the American market is indicated.

Robert Faber produced the English dialogue version, while the prologue and adaptation were written by Alan Lipscott and Bob Fisher and directed by Phil Patton.

Running time, 70 minutes. General classification. Release, not set.

VINCENT CANBY

Para. Slates 8

(*Continued from page* 1)

Stars," the Russian film in color which Paramount is distributing under the U.S.-Soviet cultural exchange agreement.

The list of new films scheduled is as follows:

January—"A Touch of Larceny," starring James Mason and Vera Miles.

February—Joseph Levine's "Jack the Ripper," "The Big Night," and "Circus Stars."

March—"Chance Meeting," starring Hardy Kruger and Michele Presle; "Heller with a Gun," in Technicolor, starring Sophia Loren and Anthony Quinn and, for special engagements only, "Jovanka and the Others," in Technirama, starring Van Heflin and Silvana Mangano.

April—"Visit to a Small Planet" with Jerry Lewis.

Chakeres Buys Drive-In

SPRINGFIELD, Ohio, Nov. 19.—Phil Chakeres, owner of Chakeres Theatres, Inc., recently purchased the Sidney Drive-In Theatre, Sidney, Ohio, for an undisclosed sum from Irving Klass, owner of Ames Theatre, Dayton, Ohio.

MGM, Saxon to Host 'Ben-Hur' Buffet Fete

Special to THE DAILY

BOSTON, Nov. 19.—M-G-M and the management of the Saxon Theatre are entertaining the foreign government consuls of Boston and their wives at a pre-"Ben-Hur" premiere buffet supper in the Bay State Room of the Statler Hilton Hotel at 6:00 P.M. Monday.

The buffet supper is a feature of a series of several local "Ben-Hur" premiere events that will climax with the New England premiere of the film at the Saxon Theatre at 8:00 P.M.

MPPC 92% of the Way To Its '60 Drive Goal

From THE DAILY Bureau

HOLLYWOOD, Nov. 19. — Motion Picture Permanent Charities 1960 campaign passed the million-dollar mark today at its third report luncheon when the studios and allied industries reported that $1,050,267 has been raised from 22,634 film industry donors.

Total figure represents 92.7 per cent of the $1,132,769 campaign objective.

Set 162 French Dubbed Pictures

Special to THE DAILY

TORONTO, Nov. 19. — Indications are that the leading Canadian distributors of Hollywood and British films will release 162 French "dubs" and about 40 French originals into Canada's French-language market during the 1959-60 season.

All the dubbed films will be from Hollywood, with the exception of 12 from Britain from Rank Film Distributors and six from Russia.

The number of French originals will be much greater than the 40 carried by the leading national distributors, since there are a number of companies with headquarters in Montreal which release such product exclusively. The largest and oldest of them is France Film.

Compared with 1944

An indication in the change of the size of the French "dub" market might be gained from the fact that in 1944 about 70 per cent of Quebec's theatres played films in the English language only and the current figure is 15 per cent.

These percentages are based on figures supplied by Clare Appel, executive director of the Canadian Motion Picture Distributors Association.

'Kimono' Bows Nov. 25

Columbia's "The Crimson Kimono" will have its first New York showing at Loew's Metropolitan in Brooklyn beginning Wednesday.

22 Dates for 'Happy'

United Artists' "Happy Anniversary" has been set as the Christmas-New Year's holiday attraction in 22 key situations.

Trip to Virginia Brings a Reopening

Special to THE DAILY

BALTIMORE, Nov. 19.—The Herndon Theatre, Herndon, Va., is reopened, remodeled and doing business, as a result of two Baltimoreans engaged in the theatre supply business, motoring to that Virginia town to buy some of the theatre's discarded equipment.

Don Ledbetter and Thomas Finucane made the trip and came in contact with Herndon's Chamber of Commerce. Their business talks terminated with an agreement for Ledbetter and Finucane to restore the Herndon house, being assured full cooperation by the town merchants.

The Chamber of Commerce agreed to underwrite any loss; the two newcomers provided new seats, new sound and projection equipment, redecorated and gave the theatre a general overhauling. So far, the boxoffice is said to be booming.

Film Company Dividends This Year Ahead of '58

From THE DAILY Bureau

WASHINGTON, Nov. 19. — Publicly-reported cash dividends of motion picture companies in the first 10 months of this year totalled $19,737,000, far ahead of the $16,983,000 reported for the comparable period last year.

This was reported by the Commerce Department. The Department said that dividends reported for October this year amounted to $2,203,000, compared with only $674,000 last October. Department officials said they thought the difference was due to the fact that Loew's paid a dividend this October but did not report one for last October.

MPAA-ACE

(*Continued from page* 1)

than has been their custom during late years.

The discussion was general, but buoyant, and it was decided that future meetings for the same purpose will be held; the next, if possible before Christmas.

Industry Leaders Attend

Representing MPAA at the meeting were Eric Johnston, Joseph R. Vogel, Barney Balaban, Spyros P. Skouras, John O'Connor, Benjamin Kalmenson, Steve Broidy, Ed Morey and Irvin Ludwig.

Appearing for ACE were Max Cohen, Sol Schwartz, Sidney Markley, Albert Pickus, George Kerasotes and Irving Dollinger.

Academy's Committee Will Meet Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Nov. 19. — The Academy of Motion Picture Arts and Sciences awards committee, headed by Valentine Davies, will meet Saturday afternoon to discuss plans for the event and to screen nominees to direct production of the coming program.

Jerry Wald, who produced the last two events, is believed to be under consideration by the committee to take over the reins of the next production.

William R. Howell, 70

OKLAHOMA CITY, Okla., Nov. 19. —William R. Howell, 70, a retired theatre equipment dealer, died Nov. 15 in Veterans Hospital here. The body was sent to Auburn, Neb., for interment.

ARE YOU AN UNPUBLISHED AUTHOR?

If you have a book length manuscript you would like to have published, our editorial staff would be glad to consider it. Our program has launched many new writers. Submit your work for free evaluation and further information. We consider all types of material: poetry, fiction, juveniles, personal memoirs.

GREENWICH BOOK PUBLISHERS
Atten: Mr. Fenner 489 Fifth Ave., N.Y.C.

Embassy Suit

(*Continued from page* 1)

session today to establish rules of procedure for Federal Judge Lloyd H. Burke to follow in reading the transcript of the first trial, opposing counsel went into violent dispute.

The Embassy case ended last December before Judge Edward P. Murphy who died suddenly before handing down his decision. Subsequently the plaintiffs argued for, and won the right to have the case tried over again with a jury, a move vigorously opposed by the defense.

Judge Burke was assigned to the case and just as it appeared another long trial was in sight, Embassy attorney Robert D. Raven offered to waive his right to a jury trial and have Judge Burke give a decision on the Murphy trial transcript. The defense accepted Raven's offer and today's hearing was to have been a mere formality before Judge Burke started his long reading chore.

Dispute Halted by Court

The court finally instructed the battling lawyers to get together on a mutual stipulation. As the hearing adjourned, Raven bluntly warned if the stipulation was not to his liking he would stand on his right to a jury trial.

A further complication arose earlier this week when Macklin Fleming, representing Columbia Pictures, was appointed by Gov. Pat Brown to the superior court bench in Los Angeles, thus necessiating the selection of a replacement for Fleming.

Wilder Liberal

(*Continued from page* 1)

to compete with the stage as far as "mature" story content is concerned.

Wilder is here for two weeks to shoot exteriors on the film which stars Jack Lemmon, Shirley MacLaine and Fred MacMurray. The script is an original story which he wrote in collaboration with I. A. L. Diamond. United Artists will release.

In addition to Central Park, Wilder will be shooting in the Wall Street district, a bar on Columbus Avenue, a Chinese restaurant, several blocks on Broadway, and a brownstone front on the West Side.

The action of the story takes place between Nov. 17 and Dec. 31, which, by coincidence, is the same season the film will be in production.

Interiors will be photographed later in Hollywood.—R. G.

Hawaii Theatres

(*Continued from page* 1)

in the continental United States," said A. Montague, president of Will Rogers, "to reflect the same zeal as is shown by the Hawaiians in this respect. They get a more distant view of what we are doing, and this lends the enchantment of appreciation. Any theatres on the mainland that have put off this year's collections still have time to do so. The trailers are still available in the National Screen Service branches—and the need for the help is vital."

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► NOVEMBER

AA—HOUSE OF INTRIGUE, c, cs: Curt Jurgens, Dawn Addams
AIP—GOLIATH AND THE GOLDEN HORDE, c, cs: Steve Reeves
BV—THIRD MAN ON THE MOUNTAIN, c: James MacArthur, Janet Munro
COL—YESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
COL—THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
COL—THE LAST ANGRY MAN: Paul Muni, Betsy Palmer
COL—THE WARRIOR AND THE SLAVE GIRL, c, cs: Gianna Maria Canale, George Marchal
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
MGM—HOUSE OF SEVEN HAWKS: Robert Taylor, Nicole Maurey
PAR—CAREER: Dean Martin, Shirley MacLaine
20-FOX—THE HOUND DOG MAN, c, cs: Fabian, Stuart Whitman
20-FOX—BELOVED INFIDEL, c, cs: Deborah Kerr, Gregory Peck
UA—ODDS AGAINST TOMORROW: Harry Belafonte, Robert Ryan
UA—SUBWAY IN THE SKY: Van Johnson, Hildegarde Neff
UA—TAKE A GIANT STEP: Ruby Dee, Johnny Nash
UNI—THE 4-D MAN: Lee Meriwether, Robert Lansing
UNI—SAPPHIRE, c: Nigel Patrick, Yvonne Mitchell
WB—A SUMMER PLACE, c: Dorothy McGuire, Richard Egan
WB—"30": Jack Webb

► DECEMBER

AA—THE PURPLE GANG: Barry Sullivan
AA—RAYMIE AND THE BARRACUDA: David Ladd, John Agar
COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
MGM—WRECK OF THE MARY DEARE, c, cs: Gary Cooper, Charlton Heston
PAR—LI'L ABNER, c, vv: Peter Palmer, Julie Newmar
20-FOX—BLOOD AND STEEL, rs: John Lupton, Ziva Rodann
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—HAPPY ANNIVERSARY: David Niven, Mitzi Gaynor
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UA—ON THE BEACH: Ava Gardner, Gregory Peck
UA—THE PUSHER: Kathy Carlisle, Felice Orlandi
UNI—OPERATION PETTICOAT, c: Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

► JANUARY

AA—THE HYPNOTIC EYE: Jacques Bergerac, Allison Hayes
COL—SUDDENLY LAST SUMMER: Elizabeth Taylor, Montgomery Clift
COL—WHO WAS THAT LADY?: Tony Curtis, Janet Leigh
COL—THE GENE KRUPA STORY: Sal Mineo, Susan Kohner
MGM—THE GAZEBO: Glenn Ford, Debbie Reynolds
MGM—THE TIME MACHINE, c: Rod Taylor, Yvette Mimieux
PAR—A TOUCH OF LARCENY: James Mason, Vera Miles
20-FOX—SEVEN THIEVES, c, cs: Edward G. Robinson, May Britt
20-FOX—THE STORY ON PAGE ONE, cs: Anthony Franciosa, Rita Hayworth
20-FOX—THE ROOKIE, cs: Tommy Noonan, Pete Marshall
UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Mijanou Bardot
WB—CASH McCALL, c: James Garner, Natalie Wood

Giant Painting Here To Herald 'Solomon'

United Artists' "Solomon and Sheba" campaign will begin here Dec. 1 when a 40 by 11-foot painting created for the film by Symeon Shimin goes on display in the Long Island level of the Pennsylvania Station, Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, announced yesterday.

Press promotion of the Edward Small production will commence locally Dec. 13, about two weeks prior to the film's release and radio and television spot announcements blanketing 15 stations in this area will be used over a period of two weeks, Lewis added.

Coast Studios Have 28 Now Before Cameras

From THE DAILY Bureau

HOLLYWOOD, Nov. 19. — Three new pictures got underway this week and one was completed, making the total number of productions before the cameras 28.

Started were: "Young Jesse James" (an API picture for 20th Century-Fox); "The Billionaire" (Company of Artists Production, also for 20th Century-Fox release), and "The Apartment" (a Mirisch Company presentation for United Artists release.)

"Key Witness" (An Avon Production for Metro-Goldwyn-Mayer) was completed.

Television Today

w Theatre in N. J. r B. S. Moss Circuit

The B. S. Moss Theatre Circuit, has cluded arrangements to erect a v 600-seat theatre in the heart of Bergen Mall Shopping Center, Route 4, Paramus, N. J., it was nounced by Charles B. Moss, pres- nt. Construction is to start imme- tely, with a gala opening planned Decoration Day.

The theatre will be the newest in a owing group of theatres operated the Moss Circuit in Manhattan, ng Island, New Jersey and Florida.

Ben-Hur'

(*Continued from page* 1)

ality that gives the film a third di- ension. . . . The (chariot) race alone worth the price of admission. . . . eston gives a forceful portrayal. . . . essala is admirably represented by ephen Boyd, and Haya Harareet, e Israeli actress, is a perfect Esther. "One will find love, hate, greed, lor, courage, and man's inhumanity man."

JUSTIN GILBERT, *Daily Mirror*: Ben-Hur' has majesty in theme. Its ualities are universal and eternal . . . vigorous, action-whipped story . . . indictment of hate and revenge. . . . en-Hur' has power, yet passion. It is underous, but a solemn plea for eace.

". . . both virility and submission the Heston performance. Jack Haw- ns is excellent . . . the chariot race one of the most exciting contests ver recorded on film . . . in the class movies that are both monumental nd memorable."

PAUL V. BECKLEY, *Herald-Tribune*: ". . . likely to appeal to a ide audience. . . . In the magnificent a fight you can smell the sweat and ore. . . . The acting is good to ex- ellent. . . . Haya Harareet is a beauty ith eyes like black agates.

"Both the color process and the 65- illimeter photography, which is xtraordinarily true in depth as well as ange, contribute much to the visual mpact."

ARCHER WINSTEN, *The Post*: The immediate reaction is that this icture represents a classic peak in his particular American movie epic radition, and one which can hardly niss a prodigious popularity. . . . What cannot be denied is the fact that this is he most reliastic, literal rendering of ncient Rome, Judean and Christian istory that can be imagined.

"The battle at sea is tremendous. . . . The chariot race is an event of staggering magnitude and dramatic frenzy . . . the sense of academic real- sm is extraordinarily strong, perhaps s powerful as anything the screen has ever shown."

ALTON COOK, *World-Telegram and Sun*: "Massive splendor in over- whelming force roars from the screen . . . one of the architecturally and scenically beautiful pictures of all time. . . . The reverent awe and majesty of the crucifixion scene lift the picture to a new dramatic vigor.

". . . a stunning combination of realism and mystical religious fervor as the camera follows Jesus Christ from the court of Pontius Pilate to Calvary. . . . Its scale and splendor along with dramatic force simply overpower an audience."

ROSE PELSWICK, *Journal American*: "Magnificent. . . . Heres' a picture that cost $15,000,000 to make and shows it in every bit of its three hours, 33 minutes of running time. But it isn't simply $15,000,000 worth of sets and actors, costumes and props. Here also are stirring emotion and high drama so skilfully and absorbingly integrated that they're never allowed to become overshadowed by sheer spectacle."

Who's Where

Appointments of **Mort Rubenstein** as creative director and **Jacques Sammes** as copy chief for the advertising and sales promotion department of CBS television station were announced by **Thomas Means**, director of CBS advertising and sales promotion.

□

The appointment of **Robert E. Harris** as director of advertising and sales promotion for WNTA-TV, AM & FM, was announced by **Malcolm C. Klein**, vice-president and general manager of the station. Harris will be responsible for coordinating all advertising, sales promotion, on-the-air promotion and publicity that generates from Channel 13 and WNTA Radio.

□

The election of **Bennet H. Korn** as executive vice-president in charge of television for the Metropolitan Broadcasting Corporation has been announced by **John W. Kluge**, chairman and president.

□

Appointment of **John Cowden** as vice-president, information services, CBS Television Network, was announced by **James T. Aubrey, Jr.**, executive vice-president. **Charles S. Steinberg**, formerly vice-president, information services, is appointed vice-president, public information. Three existing television network informational departments will report to Cowden: the advertising and sales promotion department, the research department and the press information department.

□

Alvin E. Unger has been named vice-president in charge of syndication for Independent Television Corporation, Walter Kingsley, president, announced. Unger, in addition to his new duties, will continue to supervise ITC's Arrow Productions and the "Jeff's Collie" division.

Creative Workshops Set to Open at CBS

CBS-TV has announced a Nov. 30 starting date for its "Columbia Television Workshop," a project designed to develop professional writing, directing and performing, and to promote a new Sunday dramatic series, Oscar Katz, vice-president of network programs, has announced.

The projected network seminars were described by Katz as the first of their kind in network television. They will be administered by Michael Dann, vice-president in charge of network programs, and will be produced by Albert McCleery.

Seminar Phase Jan. 24

Ten young writers and 10 directors will attend the first seminar at the CBS-TV Network Production Center, 524 W. 57th St. The Sunday seminar phase of the program will commence Jan. 24, with a 55-minute show beginning at 12 noon, Katz said.

S. G. Handling Telepix Product in Canada

Screen Gems (Canada) Ltd. will henceforth handle the Canadian distribution of all TV film product of Telepix Movies, Ltd. A new agreement setting up this arrangement was announced by A. Schneider, president of Screen Gems and its parent company, Columbia Pictures, and Gerald Bronfman, president of Telepix Movies, Ltd.

The agreement further provided that the two companies would continue to acquire new product on a joint basis for distribution in Canada by Screen Gems.

Both Telepix and Screen Gems (Canada), Ltd., are headquartered in Toronto. The latter company is the Canadian affiliate of Screen Gems, Inc.

Eidophor Corporation Statement Registered

Special to THE DAILY

ALBANY, N. Y., Nov. 19.—Eidophor, Inc., a Delaware corporation, registered a statement and designation that its New York State office is at 260 Madison Ave., New York City, with Roderic L. O'Connor as president.

Incorporated Feb. 15 last, the business which Eidophor proposes to do within New York State is to manufacture or caused to be manufactured, buy, sell and otherwise deal in television projectors; television, radio and electronics equipment and supplies. Eidophor is also authorized to originate, produce, buy, sell and distribute television, radio and other programs "for all purposes."

Warns TV to Police Self

From THE DAILY Bureau

WASHINGTON, Nov. 19.—Senate commerce committee chairman Magnuson (D., Wash.) warned the television industry to do a better job of self-regulation if it wants to avoid more Federal control.

In a speech in Seattle, he warned industry representatives that he personally would move ahead with controlling legislation if the broadcasters and Federal Communication Commission do not do a better job of regulating the industry.

The Senator said he plans to call industry officials and FCC and Federal Trade Commission officials together early next year "to examine the steps taken and the need for appropriate legislation" to prevent new scandals like the recent quiz show ones. "This warning to the industry should be sufficient," he declared, "and I am hopeful that by the time the meeting is arranged, effectiveness procedures would have been adopted so that legislation would not be necessary."

Criticize TV Code

Magnuson criticized both FTC and FCC regulation and the TV industry's own television code. He asked the FTC for a report on why it had been so long in policing television ads, and asked the industry's own television code review board whether it really felt its code was adequate to prevent fraud and deceit on the air. The FCC, he declared, has sufficient authority if it will only use it.

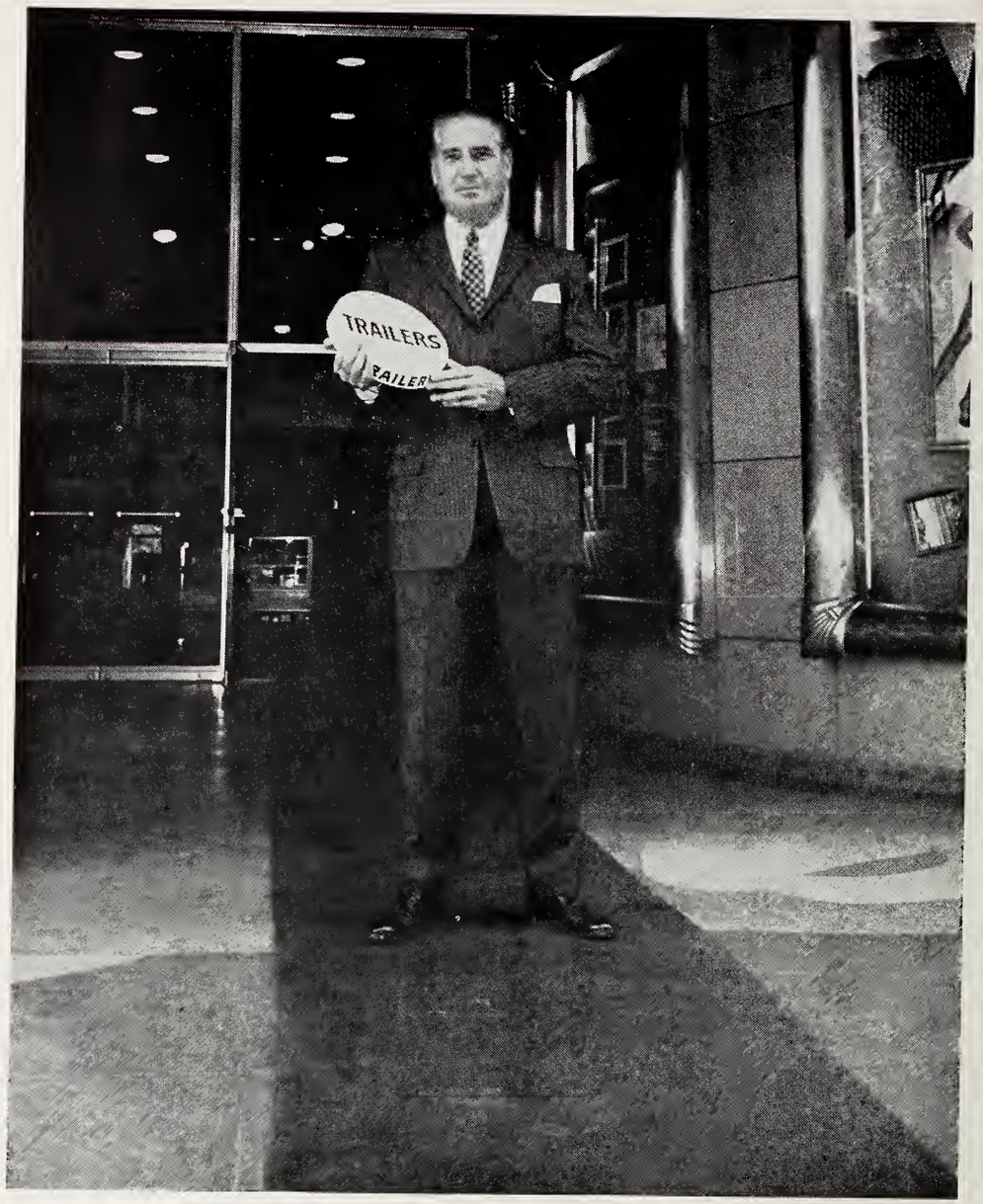
In another development, FCC chairman Doerfer told a Senate judiciary subcommittee the FCC has been more severly criticized for long delays in handling cases than for permitting the use of influence to affect the outcome of decisions. He supported the objective of a bill to outlaw out-of-hearing approaches to commissioners, but said such legislation must be written very carefully.

AB-PT Buys Publishing Co., Gets Radio Station

American Broadcasting - Paramount Theatres has agreed to buy the stock of Prairie Farmer Publishing Co., part owner of Chicago radio station WLS, a 50,000-watt clear channel station now owned jointly by AB-PT and Prairie Farmer. The purchase price was not disclosed.

Simon B. Siegel, AB-PT financial vice-president, said the company will continue to publish under the present management Prairie Farmer's publications, which include the Prairie Farmer, Chicago; Wallace's Farmer, Des Moines, and Wisconsin Agriculturist, Racine.

PERSONAL ESCORT



"Trailers have been bringing patrons into our theatres for decades. That's why, during this Once-In-A-Lifetime Tribute to Trailers, I wanted to personally bring trailers into our theatres."

Robert W. Selig, President
Fox Inter-Mountain Theatres

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Fortieth Anniversary Celebration
Once-In-A-Lifetime Tribute to Trailers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 100 NEW YORK, U.S.A., MONDAY, NOVEMBER 23, 1959 TEN CENTS

ew Challenge

ile 2d Suit o Test New a. Censor Law

0th-Fox Brings Taxpayer ction for Distributors

Special to THE DAILY

HARRISBURG, Nov. 22.—A second dustry suit to test the constitutional- of Pennsylvania's new censor law s been filed in common pleas court Dauphin County here.

The first was filed by exhibitor in- rests on Nov. 9. The latest, filed Fri- y, was brought by 20th Century- ox as a taxpayer of the state and on half of other taxpayers who may ish to join in the action.

The suit, regarded as having been

(*Continued on page 8*)

o Honor Max Cohen n 50th Anniversary

Max A. Cohen, chairman of the oard of directors of Independent heatre Owners Association of New York, will be honored at a luncheon of the exhibitor organization on Dec. 10 at the Hotel Astor here, on the occasion of his 50th anniversary in show business, it was announced by Harry Brandt, ITOA president.



Max A. Cohen

Industry executives representing all branches of he business will be invited to attend

(*Continued on page 9*)

300 Will Attend JDA Lunch for Youngstein

More than 350 civic and social dignitaries, members of the motion picture industry and the entertainment world, will attend a luncheon honoring Max E. Youngstein with the Human Relations Award of the Motion Picture Division of the Joint Defense

(*Continued on page 9*)

Levine Will Unveil Latest 'Explodation' Drive Today

(Pictures on page 6)

The staid Hotel Plaza will resound with good old-fashioned drum-beating today of a kind that has been astonishing the industry for the last two years and which has had a vital effect on motion picture advertising, publicity and exploitation in widening circles beyond its immediate intent.

Joseph E. Levine, New England exhibitor, distributor and showman par excellence, is coming to town with another picture. To an industry which watched with awe and admira-

(*Continued on page 6*)

Pioneers Honor Broidy Tonight

Outstanding industry leaders, as well as representatives from other walks of life will gather tonight to do honor to Steve Broidy, president of Allied Artists Pictures Corp., who has been named Pioneer of the Year by the Motion Picture Pioneers. The affair, which will be held at the Waldorf-Astoria, is the 21st annual Pioneers' dinner.

Chairman of the dinner, Morey R. Goldstein, revealed at the weekend that a near record number of tickets have been sold to date making the affair one of the most successful in

(*Continued on page 2*)

Para. Estimates Net at $6,609,000 for 9 Mos.

Paramount Pictures on Friday estimated consolidated net earnings from operations for the first nine months of 1959 at $3,644,000, plus $2,965,000 special income representing principally profit on disposal of investments, or a total net income of $6,609,000;

(*Continued on page 2*)

M-G-M to Release Nine Films in Four Months

M-G-M will release nine films in the four-month period January through April, it was learned at the weekend. Four of the pictures are in CinemaScope and color; two others are in

(*Continued on page 8*)

Boren to WGA: No Pay For Post-'48 TV Films

From THE DAILY Bureau

HOLLYWOOD, Nov. 22. — In a statement declaring that the Association of Motion Picture Producers and the Writers Guild of America, West, have reached an "irreconcilable difference" in their negotiations for a new

(*Continued on page 6*)

Canadian Industry Starts Busy Week Today; Four Groups Schedule Their Annual Meetings

Special to THE DAILY

TORONTO, Nov. 22.—Delegates attending the various industry meetings here this week will be kept exceedingly busy.

Annual meeting of the Motion Picture Theatres Association of Ontario with Walter Reade, Jr. as speaker starts off the week tomorrow. The Pepsi-Cola company of Canada Ltd. will host a cocktail party.

The National Committee of Motion Picture Exhibitor Associations of Canada will meet Tuesday. The National Carbon Co. will host a lunch.

The Motion Picture Industry Council of Canada will hold its annual meeting for two days, Tuesday and Wednesday. The Canadian Motion Picture Distributors Association will host lunch one day and General Sound and Theatres Equipment Company the next.

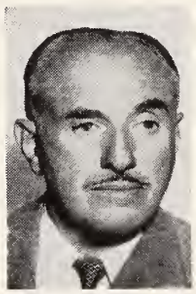
On Thursday, the Canadian Picture Pioneers will hold its annual award dinner and dance, at which King Vidor will be honored guest. Haskell Masters, Canadian general manager of Warner Bros. Pictures was chosen as Pioneer of the Year for 1959.

Year Ended Aug. 31

Warner Annual Net Profit Is $15,875,000

Includes Profit from Sale Of San Fernando Ranch

Warner Bros. and its subsidiary companies for the year ended Aug. 31 had a net profit of $15,875,000 after income taxes, including $6,500,000 profit after income taxes arising from the sale of its ranch in San Fernando Valley, Cal., Jack L. Warner, president, announced at the weekend. The net profit is after providing $8,100,000 for federal income taxes, of which



Jack L. Warner

(*Continued on page 6*)

Columbia Schedules 29 Shorts for New Season

A program of 29 new short subjects will be released by Columbia Pictures during the 1959-60 season, it is announced by Maurice Grad, Columbia's short subject sales manager.

Heading the list of new one-reelers are the ten color shorts starring Loopy de Loop, created by William Hanna and Joseph Barbera. The first two in

(*Continued on page 10*)

Wall St. Sees Loew's Profit $7 Million Plus

Wall Street sources estimate Loew's, Inc., profit for the fiscal year ended last Aug. 31 at between $7,000,000 and $8,000,000. Joseph R. Vogel, president, said last week the annual report will be issued within a few days. In fiscal 1958 the profit was $774,000.

The report is eagerly awaited in

(*Continued on page 6*)

TELEVISION TODAY — P. 10

PERSONAL MENTION

ERIC JOHNSTON, Motion Picture Association president, will return to New York today from Washington.

•

LEO JAFFE, Columbia Pictures first vice-president and treasurer, will leave New York today for Hollywood.

•

FINLAY CURRIE, British actor, arrived in New York on Friday from London via B.O.A.C.

•

CHARLES H. ROSENBLATT, vice-president of International Film Distributors, Inc., returned here Friday from Europe.

•

STANLEY KRAMER, producer-director, will be in Chicago from Hollywood tomorrow to participate in the five-day Darwin Centennial Celebration.

•

AL ELEWITZ, Sunday Amusement editor of the *Milwaukee Sentinel*, has returned to his desk following a trip to the Coast.

•

JAMES STEWART and MRS. STEWART returned to New York on Saturday from Europe via B.O.A.C.

'Angry Red Planet' Bows In Hollywood Tonight

From THE DAILY Bureau

HOLLYWOOD, Nov. 22. — The world premiere of the first Cinemagic feature, "The Angry Red Planet," will be held at the Four-Star Theatre tomorrow night for the benefit of the Disc Jockey Wives Association charities. Proceeds from the sale of tickets will be turned over entirely to both the Sunair Foundation and the Foundation for the Junior Blind.

Cinemagic will be introduced for the first time in the new 5250 Eastman color, with the premiere of "The Angry Red Planet."

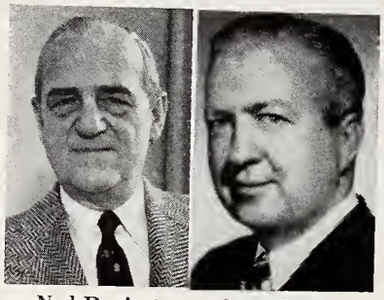


The Pioneers

(*Continued from page* 1)

the history of the annual dinner. This year's dinner will also see a record number of new Pioneers inducted with 90 scheduled.

Following a reception in the Sert Room of the Waldorf-Astoria the Pioneers will hear various speakers, Dr. Max Nussbaum; Ned E. Depinet, Pioneers President; Senator Jacob



Ned Depinet Steve Broidy

Javits, principal speaker; Judge Ferdinand Pecora, who will officiate at the induction of new members; and Goldstein who will be the emcee. Music and entertainment will follow the speakers.

Dais guests will include Charles Alicoate, Barney Balaban, Robert S. Benjamin, Harry Brandt, Steve Broidy, George F. Dembow, Sam Dembow, Jr., Ned Depinet, Jay Emanuel, Gus Eyssell, Si Fabian, Leopold Friedman, William German, Morey R. Goldstein, Abel Green, William Heineman, Benjamin Javits, Senator Jacob Javits, Eric Johnston, Ben Kalmenson, Marvin Kirsch, Arthur B. Krim, C. J. Latta, H. H. Martin, Abe Montague.

Also Edward Morey, Dr. Max Nussbaum, John O'Connor, Judge Ferdinand Pecora, Martin Quigley, Milton Rackmil, Charles Reagan, Sam Rinzler, Herman Robbins, Sam Rosen, George Schaefer, Abe Schneider, Sol Schwartz, MacGregor Scott, George Skouras, Spyros Skouras, Joseph Vogel, Richard F. Walsh, Jack Warner, Adolph Zukor, Norton V. Ritchey.

Camera Equipment Co. Opens Miami Branch

Camera Equipment Co., Inc., manufacturer and producer of professional photographic equipment with headquarters here, announced at the weekend opening of a new branch in the Miami territory at Hialeah, Fla. It will serve local studios and visiting producing companies in the area.

Frank C. Zucker is president of Camera Equipment Co., Inc., of Florida. Although the branch will be locally managed and staffed, the company's New York management team will take turns visiting the Florida office for personal supervision.

Two Theatres Receive Small Business Loans

From THE DAILY Bureau

WASHINGTON, Nov. 22. — **The Small Business Administration made two theatre loans during October, the agency announced.**

A $41,000 loan, one of the agency's largest in the theatre field, was made to Moyer Theatres of Portland, Ore. A $20,000 loan was made to the Amity Drive-In Theatre of Manti, Utah.

S.B.A. has apparently been taking a friendlier attitude toward theatre loan applications in recent months, with one or two made practically every month for the last several.

2-Day Para. Sales Meet Will Open Here Today

A two-day meeting of Paramount east and southeast division and branch managers will convene here today. Under the direction of George Weltner, vice-president in charge of world sales, and Hugh Owen, vice-president and eastern sales manager, discussions will focus on Paramount product for release next year.

The meeting today will be devoted principally to implementing the release of Embassy Pictures' "Jack the Ripper," which Paramount is distributing throughout the U.S. and Canada. Along with 600 other industry and press representatives, the Paramount executives will be the guests of Joseph E. Levine at a Plaza Hotel luncheon today in honor of "Jack the Ripper."

Other releases to be discussed at the sales meeting include "Li'l Abner," "Jovanka and the Others," "A Touch of Larceny," "Visit to a Small Planet," "The Rat Race," "CinderFella!" and "One-Eyed Jacks."

Headed by Moore, Bradley

Eastern division manager John G. Moore and southeastern division manager W. Gordon Bradley head the list of those attending. Branch managers participating include: Myron Sattler, New York; Ulrik F. Smith, Philadelphia; Daniel R. Houlihan, Boston; Michael Jusko, Buffalo; Donald R. Hicks, Cincinnati; Eugene A. Jacobs, Pittsburgh; Herb Gillis, Washington, D. C.; Foster Hotard, Atlanta; Lawrence Terrell, Charlotte; Fred W. Mathis, Jacksonville, and William Holliday, New Orleans.

Also attending will be E. C. DeBerry, executive assistant to Hugh Owen, and other home office officials; Gasper Urban, Boston sales manager; W. A. Meier, Cincinnati sales manager; Willy Word, Atlanta sales manager; Gordon Burger, Cleveland resident manager; Henry Germaine, New Haven resident manager, and Howard Nicholson, Memphis resident manager.

Paramount Net

(*Continued from page* 1)

the estimated earnings from operations are equal to $2.14 per share, and the combined earnings and special income to $3.88 per share.

The result compares with earnings from operations amounting to $3,807,000, or $2.11 per share for the first nine months of 1958, plus special income of $10,662,000, for total net income of $14,469,000 or $8.04 per share.

Paramount's estimated consolidated net earnings from operations for the third quarter of 1959 were $1,151,000, or 68 cents per share, plus $198,000 of special income, representing profit on installment sale of films, or a total net income of $1,349,000, or 79 cents per share for the quarter.

Compares with $1,242,000

This compares with earnings in the third 1958 quarter of $1,242,000, or 69 cents per share, from operations, and special income of $2,955,000, for total net income of $4,197,000, or $2.33 per share.

As of Oct. 3 last, shares outstanding were 1,703,927, as compared to 1,799,116 outstanding at Sept. 27, 1958.

The board of directors of Paramount on Friday voted a quarterly dividend of 50 cents per share payable Dec. 21 to holders of record on Dec. 4.

Wyler Will Be Honored At 'Hollywood Night'

From THE DAILY Bureau

HOLLYWOOD, Nov. 22.—William Wyler, director of M-G-M's "Ben-Hur," will be honored on Monday, Nov. 30, at a "Hollywood Night" at the Egyptian Theatre. He will be cited by the community for his successful record of creating outstanding artistic films including "Dodsworth," "Wuthering Heights," "The Letter," "The Little Foxes," "The Heiress," "Detective Story," "Roman Holiday," "Friendly Persuasion," and his Academy Award winners, "Mrs. Miniver" and "The Best Years of Our Lives."

Charlton Heston and other stars from the cast of "Ben-Hur" have been invited to attend, together with some of filmland's most famous names, including Walter Brennan, Bette Davis, Olivia DeHavilland, Greer Garson, Audrey Hepburn, Fredric March, Harold Russell and Teresa Wright, all of whom have won "Oscars" for roles under Wyler's direction.

Shuts Down for Season

WASHINGTON, Nov. 22.—The Tri-State Drive-in, Hancock, Md., will close for the season Nov. 29, Capitol Booking and Buying Service, announced here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

CHRISTMAS WILL BE A LITTLE LATE THIS YEAR...



ON

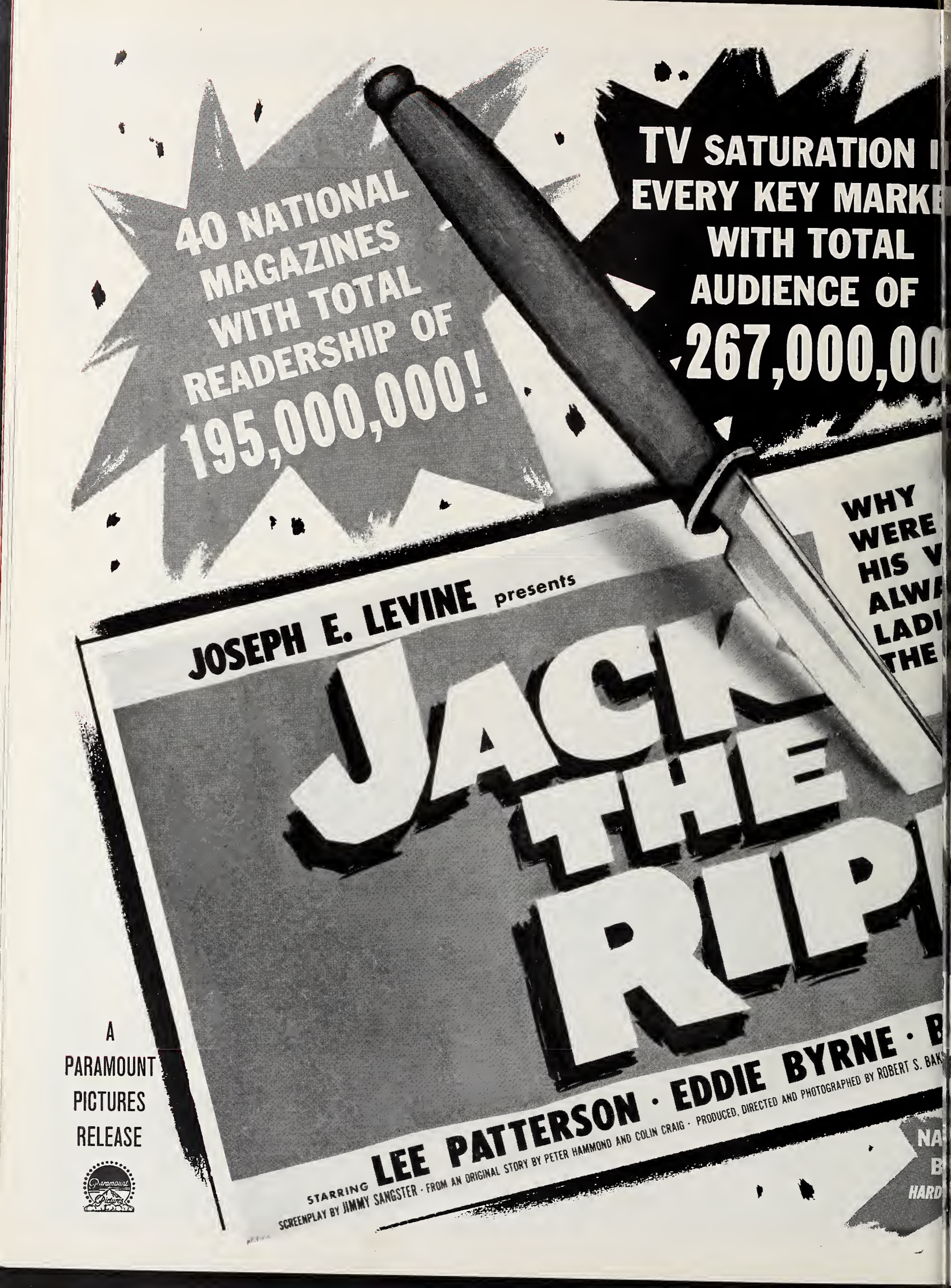
FEBRUARY 17TH

WHEN 700 THEATRES ACROSS THE NATION

open day-and-date behind the

MILLION DOLLAR EXPLODATION CAMPAIGN

BEING MINTED BY JOE LEVINE FOR...

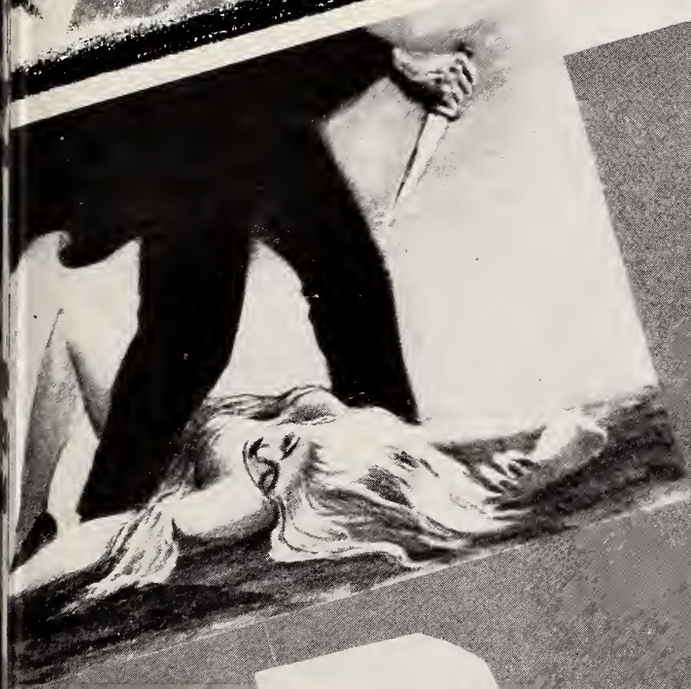

40 NATIONAL MAGAZINES WITH TOTAL READERSHIP OF 195,000,000!
TV SATURATION I
EVERY KEY MARKE
WITH TOTAL
AUDIENCE OF
267,000,00
WHY
WERE
HIS V
ALWA
LADI
THE
JOSEPH E. LEVINE presents
JACK
THE
RIP
STARRING LEE PATTERSON · EDDIE BYRNE · B
SCREENPLAY BY JIMMY SANGSTER · FROM AN ORIGINAL STORY BY PETER HAMMOND AND COLIN CRAIG · PRODUCED, DIRECTED AND PHOTOGRAPHED BY ROBERT S. BAK
A
PARAMOUNT
PICTURES
RELEASE
Paramount Pictures

RADIO SATURATION IN EVERY KEY AREA WITH TOTAL LISTENING AUDIENCE OF

183,000,000

TREMENDOUS POINT-OF-SALE NEWSPAPER CAMPAIGN WITH TOTAL READERSHIP OF

342,000,000!



ER

McDOWALL · EWEN SOLON

A MID CENTURY FILM PRODUCTION · AN EMBASSY PICTURE · DISTRIBUTED BY PARAMOUNT PICTURES

DISC JOCKEY MUSIC PROMOTION WITH SPECIAL NEW SCORE BY JIMMY McHUGH and PETE RUGOLO!

E
MOTION!
PER BACK!

Plus...

EMBASSY'S POTENT PANEL OF WORLD-FAMOUS CONNOISSEURS OF CRIME!

•

THEY SAW IT!

THEY LIKED IT!

THEY WILL HELP YOU SELL IT!

•



GYPSY ROSE LEE
She writes 'em!

PETER LORRE
He "slays" 'em!





BASIL RATHBONE
He solves 'em!

'Explodation'

(*Continued from page* 1)

tion last summer while an Italian-made spectacle called "Hercules" rolled up a crashing total of nearly $15,000,000 at the box office to the accompaniment of more promotion noise than was ever made in the days of the free wheeling carnival con men, that means another film is going to get the "explodation" treatment.

Explodation is a word invented by Bill Doll, ingenious and dynamic executor of the Levine technique, because no other word in the lexicon of showmanship fitted the blanket kind of promotion given Levine pictures. That coverage is a simple enough formula. It's composed of all the known elements of showmanship, from national advertising to radio and TV coverage. The plus factor, and it's a big plus, is in the extent and kind.

Released Last Summer

A few figures, for instance. When "Hercules" went into distribution last summer under the Warner banner it had an advertising and exploitation budget of $1,000,000 riding with it, a sizable chunk of it already spent on advance ballyhoo. As the picture got rolling and its initial success was assured, Levine, who retains absolute control of advertising in his contracts with major distributors, increased the ante and the total exploitation expenditure finished at about $1,200,000.

The luncheon today, for nearly 500 industry executives and the press, will launch the campaign for "Jack the Ripper" for which Levine announced a distribution contract with Paramount two months ago. Like the elaborate "Hercules" luncheons which were held in 30 cities around the country, it will be the springboard for the kind of intensive creation of excitement and talk which has proven successful.

All Media Included

To be announced are such budget items as a national magazine campaign embracing 40 top national publications ranging from *Life, Look, Saturday Post* and *Pictorial Review* to detective and men's magazines; TV and radio saturation campaigns; newspaper ads and teasers encompassing a readership of 342,000,000; 1,025,000 copies of both paperback and hard cover editions of a book; and LP albums and single records of songs written especially for the film by Jimmy McHugh and Pete Rugolo.

All these are standard items, varying from the usual campaign only in their impressive extent. But backing it are the "gimmicks" the things that create talk, generate interest, and make the name of the picture and Levine's reputation as a showman known in every corner of the land.

Clocks and Kits Featured

Typical are the 2,500 clocks now hanging in almost every city of the country, inscribed "Watch for Jack the Ripper," and the "Do-it-yourself" Jack the Ripper kits which constituted the invitation to todays luncheon. There will be more, much more.

Outstanding among the stunts to be announced today is the creation of a panel of "Crime Connoisseurs" for which Doll contracted with Peter Lorre ("He slays 'em"), Basil Rathbone ("He solves 'em") and none other than Gypsy Rose Lee ("She writes 'em") to tour the country for television, radio, and newspaper interviews on their careers in crime. Lorre and Rathbone, of course are widely known for their work in the cause of crime and horror. Not so well known, perhaps, is the fact that Miss Lee qualifies as a crime writer by virtue of her successful "The G-String Murders" and "Mother Finds a Body."

By this afternoon the industry and the press will know that Joe Levine and his drumbeaters have been to town and that "Jack the Ripper" is on the way.





Gypsy Rose Lee, left, ecdysiast, actress and author, will be introduced at today's "Jack the Ripper" luncheon as one of a panel of three "crime connoisseurs" who will tour the country for the picture. At right are Joseph Levine, showman par excellence, with George Jessel who will be master of ceremonies at the luncheon.



The drum beating for "Jack the Ripper" actually began last summer at this luncheon at the 21 Club at which Joseph Levine, second from left, announced that Paramount would distribute the picture. At his right is Barney Balaban, Paramount president, and at his left George Weltner, vice-president in charge of world sales.



At right, Sol Schwartz, president of RKO Theatres, speaks at a Hollywood luncheon launching the campaign for "Hercules" last summer on the west coast.

Loew's Profit

(*Continued from page* 1)

financial circles since it will be the first since the complete separation of the parent company from its former theatre operations, and the first since management soundly bested Wall Street figures in a proxy contest for control of the company.

MPA Radio-TV Group to Meet Today on Drive

A meeting of the Motion Picture Association radio and television coordinating group, a division of the advertising-publicity directors committee, will be held at the Association offices here this noon to plan radio and TV publicity in connection with the projected industry campaign on 1960 product.

Robert Ferguson of Columbia is chairman of the radio-TV coordinating group.

Ford Fund to Host L. A. 'Beach' Opening

From THE DAILY Bureau

HOLLYWOOD, Nov. 22. — The premiere Dec. 17 of Stanley Kramer's "On the Beach" at Grauman's Chinese Theatre in Los Angeles will be sponsored by the Fund for the Republic, the Ford Foundation organization "devoted to the preservation of freedom and justice," Robert M. Hutchins, Fund president, announced today.

WarnerProfi

(*Continued from page* 1)

$2,100,000 is in respect of the prof arising from the sale of the ranch.

For the year ended Aug. 31, 195 the company reported a net loss $1,023,000 after a provision $3,000,000 for estimated loss on ad vances to independent producers an a provision of $1,000,000 for federa income taxes.

The net profit for the year ende Aug. 31, 1959, is equivalent to $10.0 per share, of which $4.10 per shar represents profit arising from the sal of the company's ranch, on the 1,585, 196 shares of common stock outstand ing at that date after deducting 897, 051 shares held in treasury.

Film rentals, including television sales, etc., amounted to $82,790,000 dividends from foreign subsidiarie not consolidated were $1,130,000; an profit on sales of capital assets othe than the company's ranch was $1,467, 000 for the year ended Aug. 31, 1959 as compared with $66,275,000, $1, 207,000 and $841,000, respectively for the year ended Aug 31, 1958.

Current Assets $44,087,000

Net current assets at Aug. 31, 1959 were $44,687,000 (including $21, 615,000 cash and U.S. Government securities) and debt maturing after one year was $5,277,000, compared with $34,736,000 (including $13, 222,000 cash) and $6,051,000, respectively, at Aug. 31, 1958.

Since Aug. 31, 1959, the company has purchased 80,000 shares of its common stock at a cost of $3,824,000.

The board of directors at a special meeting on Friday declared a dividend of 30c per share on the company's common stock, payable Feb. 5, 1960, to stockholders of record Jan. 15, 1960.

Boren and WGA

(*Continued from page* 1)

contract, Charles S. Boren, executive vice-president of the AMPP on Friday cited the matter of payments for post-1948 films to television as the reason for the impasse. Boren's statement in full follows:

"Negotiations between the Writers Guild of America, West, and major motion picture producers for a new collective bargaining contract covering theatrical motion pictures have come to an impasse. The producers greatly regret that after many years of amicable relationships with the guild, we have come to an irreconcilable difference. This difference arose from the guild's insistence that any final agreement must provide for some payments to writers for the exhibition of post-1948 films on free-TV or pay-TV. The producers took an equally firm position that they cannot make any agreement for such payment with the writers guild or with any other guild or union."

MPAA Board to Meet

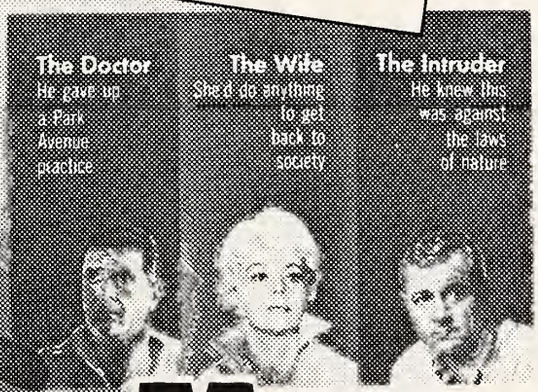
A regular meeting of the Motion Picture Association board of directors will be held here tomorrow.

NOW AVAILABLE THROUGH YOUR VALIANT FILMS EXCHANGE!

(Formerly Hal Roach Dist. Corp.)

A Unique Experience in motion picture terror!

SO DIFFERENT— a Bell System Has Been Installed For the **SQUEAMISH** and **FAINT-HEARTED!!!** When the Bell Rings we suggest you **CLOSE YOUR EYES!** It will ring again when it's safe to open them!

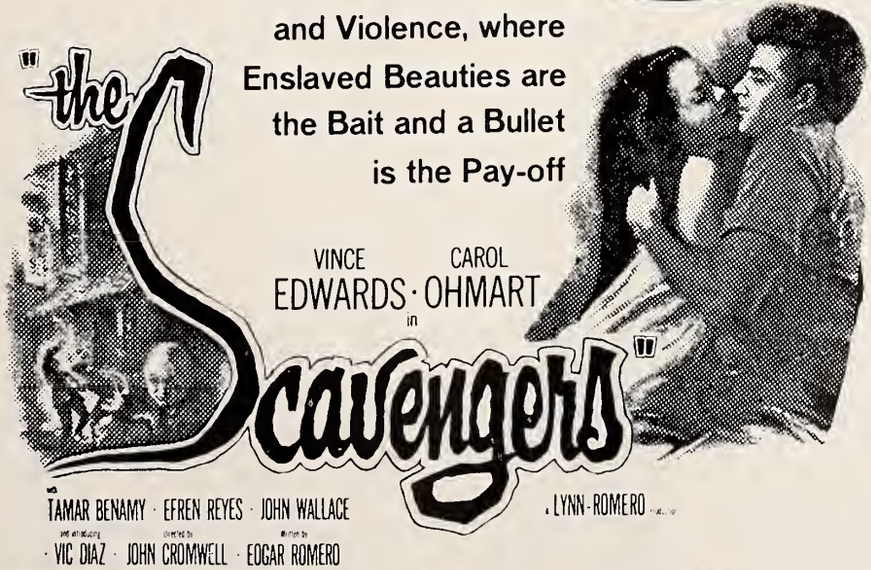


Terror is a Man

starring FRANCIS LEDERER · GRETA THYSSEN · RICHARD DERR · A Lynn-Romero Production · Directed by Gerry de Leon
Screenplay by Harry Paul Harber · A Valiant Films Release

and

Hong Kong, City of Sin and Violence, where Enslaved Beauties are the Bait and a Bullet is the Pay-off



VINCE EDWARDS · CAROL OHMART in "the Scavengers"

TAMAR BENAMY · EFREN REYES · JOHN WALLACE · LYNN-ROMERO

VIC DIAZ · JOHN CROMWELL · EDGAR ROMERO

VALIANT FILMS CORPORATION

We announce with pride— Our First Big Package!

Fred J. Schwartz
Arthur Sarkey

Col. to Release Toho 'Space' Here

Agreement to release "War in Space," a Japanese science fiction film, through Columbia Pictures, has been made by Toho Co., Ltd., of Tokyo, Goro Yuzaki, managing director of Toho-International, announced at the weekend.

At the same time, Yuzaki said Toho-International plans to open offices here for the first time by Jan. 1, probably in a residential area until permanent business quarters can be leased. Toho-International now operates in Los Angeles, Sao Paulo and Hong Kong.

Previously Made Two

Both Yuzaki and Tadashi Yonemoto, director of Toho, Co., Ltd., arrived here recently to negotiate for distribution of a number of films already completed and several now in production. The company previously has produced "The Mysterians" and "The H-Man," among others, released in this country.

Although Toho, one of Japan's six major producers, will continue to make science fiction motion pictures for international distribution, Yuzaki said his company hopes shortly to begin promoting art films in the United States, through major American distributors.

Early Japan Is Theme

"Three Treasures," a wide-screen color film which treats the story of Japan's birth, has been completed and is now ready for the American market, Yuzaki said.

Yonemoto was scheduled to leave at the weekend for talks in Sao Paulo. Yuzaki will remain here until the middle of the week when he leaves for Toho-International's Los Angeles office.

MGM Slates Nine

(*Continued from page* 1)

color; and one in black-and-white CinemaScope.

The release schedule is as follows:

January—"The Gazebo," CinemaScope, starring Glenn Ford, Debbie Reynolds.

February—"Home from the Hill," CS and color, starring Robert Mitchum and Eleanor Parker, and "The Subterraneans," CS and color, starring Leslie Caron and George Peppard.

March—"Please Don't Eat the Daisies," SC and color, starring Doris Day and David Niven; "The Time Machine," color, starring Rod Taylor and Alan Young; and "The Last Voyage," color, starring Robert Stack and Dorothy Malone.

April—"The Bells Are Ringing," CS and color, starring Judy Holliday and Dean Martin; "The Day the Bank of England Was Robbed," starring Aldo Ray and Hugh Griffith; and "Platinum High School," starring Mickey Rooney and Terry Moore.

Throughout the period, "Ben-Hur" will also be opening in new special engagements.

REVIEW:

The Cousins

Films-Around-The-World

COUNTRY BUMPKINS have been coming to the big city and falling on evil ways ever since story tellers started to spin tales. Trust a Frenchman to take that situation, place it in a modern Paris setting, and develop it in such an unusual fashion that it not only fascinates but looks like a brand new story idea.

The Frenchman is Claude Chabrol, who produced, wrote, and directed "Les Cousins." He is one of the group of young French directors, known as the "new wave" (nouvelle vague), whose films are beginning to attract much attention in the art theatres here. This one should be a most profitable addition to the list.

The hero is a shy and naive fellow who comes to Paris to study law and moves into the plush apartment of his cousin, also a law student but ultra-sophisticated by contrast—a real "city slicker" in fact. Being a serious-minded and studious fellow, the country boy wants to spend his evenings with his law books, but his cousin keeps giving wild all-night parties in the living room attended by some weird "beatnik" types. And he keeps introducing his retiring relative to amorous girls and insisting he join in the fun.

Finally the provincial lad falls for a girl to whom his cousin takes a fancy at the same time. The girl chooses the wordly cousin and moves into his section of the apartment. This arrangement doesn't last too long, however; the girl leaves, and the country boy is so enraged with his cousin he decides to kill him. In an ironic twist he fails and is himself accidentally shot.

Spectators looking for some special significance in all this—some parable of good versus evil, perhaps—would do better to sit back, relax, and enjoy a good story brilliantly told in film terms by Chabrol. The picture is at its best when it concentrates on its three main characters and their relationships with each other. These people are not as fully revealed as they might be, but what is said about them is fascinating and absorbing all the way.

The acting is superb. As the hero, Gerard Blain, who looks a little like the young Montgomery Clift, projects an impression of earnestness and sensitivity that is precisely right. And Jean-Claude Brialy goes at the part of his worldly and cynical cousin with a gusto and flamboyance that are perfectly in key. Juliette Mayniel has a sad, wistful way about her as the girl torn between them, and well-cast in other roles are Claude Cerval, Corrado Guarducci, and Guy Decomble.

"The Cousins" was awarded the Golden Bear at the recent Berlin Film Festival—an honor it richly deserved. Excellent subtitles translate the French in the print released here by Films-Around-The-World.

Running time, 112 minutes. Adult classification. Release, current.

RICHARD GERTNER

20th-Fox Acquires Two Fitzpatrick Shorts

A special screening program for exhibitors will be the keynote of an extensive introduction program for two top-budget CinemaScope subjects produced by James A. Fitzpatrick, and acquired for distribution by 20th Century-Fox, it was announced at the weekend by Alex Harrison, general sales manager.

"Assignment; South Pacific," and "Assignment; New Zealand," both in DeLuxe color, will be added immediately to the release schedule supplementing the increased flow of product for the Spyros P. Skouras sales drive, now in operation.

20th's branches and regional ad-publicity managers are setting up showings inviting local-level tie-ups with travel agencies, airlines, and contests in super-markets with trips to the South Pacific and New Zealand, as prizes.

Publisher Joins UA In 'Beach' Campaign

An extensive book tie-in campaign for Stanley Kramer's "On the Beach," reaching 3,356 major retail stores, will be sponsored jointly by United Artists and New American Library.

Participating in the promotion will be 2,152 Woolworth stores, 619 J. J. Newberry stores, 262 S. H. Kress stores and 323 G. C. Murphy outlets across the country.

Retail Stores to Be Supplied

A force of 400 New American Library promotion personnel will be assisted by UA exploitation men in coordinating the campaign with key regional openings. Retail outlets will receive rack cards, window streamers, dealer bulletins, stationery stickers, book containers and playdate sheets with full credits for "On the Beach" featured prominently.

Pa. Censor La

(*Continued from page* 1)

filed on behalf of all distributo names Charles H. Boehm, Penns vania's superintendent of public struction; Charles C. Smith, audit general, and Robert F. Kent, st treasurer, as defendants. It seeks order requiring them to show ca why a preliminary injunction restra ing them from enforcing the new c sor law pending trial of the c should not be issued against them.

The action charges that the n censor law is unconstitutional and v on a number of grounds, particula because it constitutes an unwarrant interference with freedom of spee that the definitions are so vague as constitute a denial of due process law to the plaintiff, and because it discriminatory and denies the plaint equal protection under the law by e empting fraternal orders and oth from its provisions.

Claim Power Usurped

It also contends that the statu would unduly burden interstate co merce and would usurp powers Congress.

Among alleged violations of t Pennsylvania state constitution whi the complaint says the new law wou result in is one which many local a torneys regard as basic, that the ne statute includes provisions for expe diture of state funds without havi provided for the needed appropri tions under a separate bill, as require by state law.

The suit asks for a restrainer again the expenditure of funds under t statute and a restrainer against t new censor board taking any acti to apply the statute until the cou has ruled on the issues raised.

Representing 20th-Fox in the actio are William A. Schnader and Arl M. Adams, Philadelphia attorneys.

The exhibitor action filed earlier t challenge the constitutionality of th law named members of the censo board as defendants and is understoo to have followed an understandin arrived at with the state that ther will be no effort made to enforce th law pending a court ruling on its con stitutionality.

Cary Grant Due Friday To Promote 'Operation

Cary Grant will arrive here on Fri day to help in promoting the premier of "Operation Petticoat," his new film for Universal release, at Radio City Music Hall. Grant will be here a week for press activity and participation in a series of special events.

Highlight of the events will be Grant's attendance at the Army-Navy football game in Philadelphia on Saturday, as a guest of the superintendent of the U.S. Naval Academy. Accompanied by Philip Gerard, Universal Pictures Eastern advertising and publicity director, and Charles F. Simonelli, assistant to the president, Grant will go to Washington Friday night and travel aboard the V.I.P. train from Washington to Philadelphia on Saturday morning.

EVIEW:

The Rookie

20th-Fox—CinemaScope

HOLLYWOOD, Nov. 22

)MMY NOONAN AND Pete Marshall, drafted into a zany farce of army ptocol and training for their film debut, loom potentially as a top rank- comedy team. Noonan, who had had previous screen exposure with editable performances, and who now makes his bid for laughs as the l guy of the team, took on the reins as producer for the comedy which wrote with George O'Hanlon, director of the film.

Following a successful pattern of introduction to film audiences, estab- hed by such predecessors as Abbott and Costello and Martin and Lewis, onan and Marshall geared their brand of comedy routines, previously milar to night club audiences, to broad slapstick situations in an army ining camp.

Julie Newmar, buxom, statuesque, glamorous charmer, who portrays publicity-mad starlet subjected to headline-hunting stunts dreamed up her equally mad press agent, Jerry Lester, earns a good share of the ughs and contributes obvious sex values to the film.

O'Hanlon integrated punch-line direction, in scenes covering army ining and bivouac maneuvers. The story is stretched on the premise of e last rookie of World War II, who insists on being inducted, delaying e close of a particular camp. Lester finds an opportunity to tie his pro- ge romantically to the alleged heroics of Rookie Noonan, who is un- vare that Miss Newmar is Marshall's girl friend.

In order to close the camp Master Sergeant Marshall, who was to have en discharged, finds himself ordered to accompany Private Noonan on overseas assignment. Marshall causes Noonan, Miss Newmar, Lester d himself to be tossed overboard and cast adrift on a rubber raft, just Noonan and Miss Newmar are to be married by the ship's captain.

The best moments of the film are saved for the last as Noonan and arshall, portraying a couple of Japanese submariners, find themselves on Pacific island haven with their American counterparts. It's split screen n until the end, when it becomes evident that Miss Newmar and Lester e meant for each other.

In launching the new comedy team, a series of television appearances top network shows have been arranged for the duo before the na- nal release of the film at the end of the year.

unning time, 84 minutes. General classification. Release, in Jan., 1960.

SAMUELS D. BERNS

Youngstein

(*Continued from page* 1)

ppeal at the Hotel Astor tomorrow.

rnold Forster, general counsel of the nti-Defamation League, will be ic speaker.

Previous winners of the award in- ude Danny Kaye, William J. Ger- an and Robert S. Benjamin.

Youngstein, who is vice-president of nited Artists, is active in many haritable, civic and industry-wide rganizations. He is being honored for is "distinguished community service nd outstanding leadership in the ad- ancement of human rights causes."

nnouncement of the tribute was pre- iously made by honorary co-chair- hen, Barney Balaban, president of aramount Pictures; Harry Brandt, resident of Brandt Theatres, and William German, president of W. J. erman, Inc.

The Joint Defense Appeal is the und-raising arm of the American ewish Committee and the Anti- Defamation League of the B'nai B'rith. The two seek a national total of $6,100,000 this year for the support of heir program devoted to combatting bigotry, safeguarding human rights and promoting inter-faith harmony.

Youngstein has served as public relations chairman of the motion picture industry's drives for the March of Dimes, Cerebral Palsy, United Jewish Appeal and the National Conference of Christians and Jews.

Writer Charges 'Lift' Of Story He Wrote

Special to THE DAILY

DETROIT, Nov. 22.—A city newspaperman has charged in circuit court here that the story he wrote for Allied Artists' "The Purple Gang" was credited to another man, thus depriving him of just benefits.

In his suit, Ralph Nelson alleges that the defendants, Bill Martin, Hyman Symon and Simar Productions, Inc., arranged financing and distribution of the film and established property on its title when another studio had announced it was planning a picture of the same name.

Nelson seeks to restrain the defendants from using money obtained from the film, and demands an accounting and dissolution of the partnership existing among the defendants.

Honor Cohen

(*Continued from page* 1)

the luncheon as guests of the ITOA and to participate in the tribute to Cohen.

Cohen, who is president of Cinema Circuit, is serving as the association's representative on the Council of Motion Picture Organizations and the American Congress of Exhibitors. In addition, he represents ITOA as chairman of its labor and film committees. He is a former chief barker of the Variety Club of New York, Tent 35. Since 1944, he has been first vice-president of the ITOA.

Officers Reelected

The ITOA, at its 26th annual installation luncheon held at the Hotel Astor last week, reelected the incumbent slate of officers, who are: Brandt, president; Cohen, first vice-president; William Namenson, 2nd vice-president; Julius Sanders, 3rd vice-president; Norman Leff, 4th vice-president; Leon Rosenblatt, treasurer, Edith Bolte Marshall, secretary, and John C. Bolte, Jr., sgt-at-arms.

Directors include Felix Bilgrey, Sam Freedman, Bob Goldblatt; Al Greene, Jack Hattem, Jack Heyman, Ben Knobel, Larry Kurtis, Howard Lesser, Martin Levine, Al Margolies, Stewart Marshall, Mel Miller, Ray Rhone, Jack Rochelle, Tom Rodgers and Murray Schoen. Associate directors are Mrs. Moe Goldman, Sidney Gottlieb and Robert Seltzer.

PEOPLE

Clifford (Kit) Smiley, with Paramount Film Distributing Corp. in Cincinnati, has been promoted to sales manager of the Pittsburgh office. He was formerly salesman in the West Virginia area. His Cincinnati successor in the managerial post has not as yet been named.

□

Jay Holmes, former manager of the World, Philadelphia, has been named manager of A. M. Ellis' Bala in suburban Philadelphia.

□

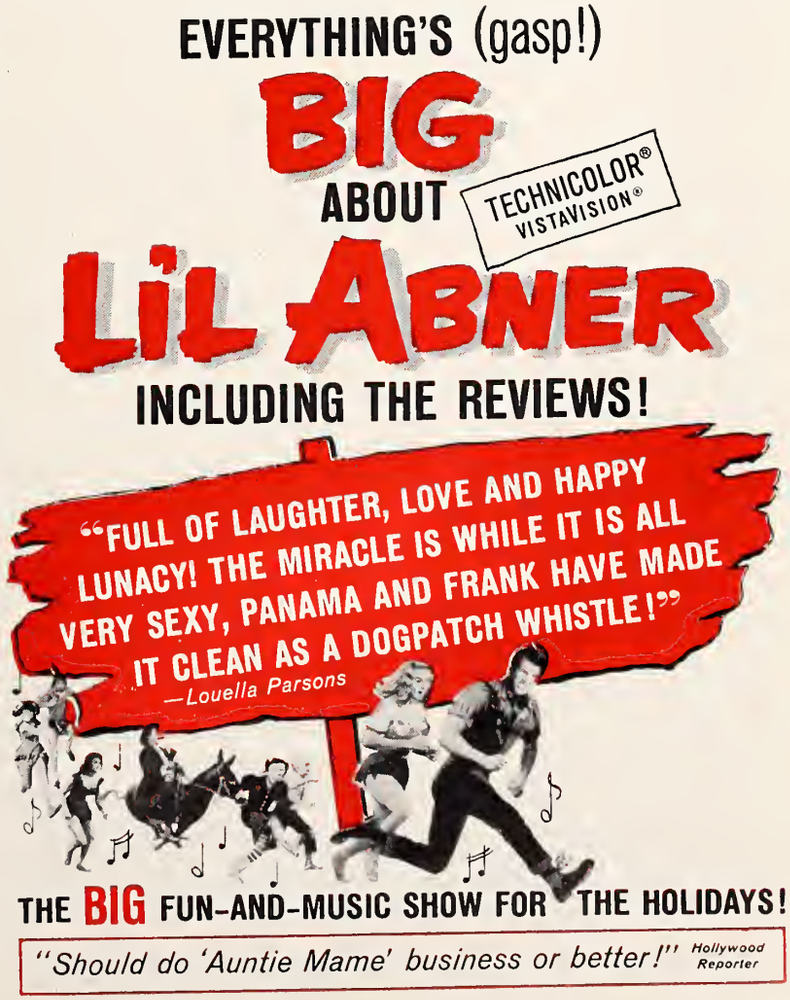
George H. Schenck, for the past two years general manager of Perlmutter Foods, Albany, N. Y., has resigned that post to rejoin Tri-State Automatic Candy Corp. as branch manager in the Albany area.

□

Leroy Fischer and **Mrs. Fischer**, owners of the Uptown Theatre, Grand Prairie, Tex., have purchased the Highway 183 Drive-in and the Irving Theatre at Irving, Tex.

□

Pat Brown has been appointed as vice-president of the Atlanta Women of the Motion Picture Industry, replacing Hilda Knight, who has resigned.



NBC Cohan Tribute Will Feature Durante

Five entertainers, ranging from Jimmy Durante to Eddie Hodges, will perform Dec. 6, when "Give My Regards to Broadway," NBC-TV's tribute to George M. Cohan, is presented from 8 to 9 P.M.

Jane Powell, Ray Bolger and Jimmie Rodgers will join Durante and Hodges in the hour-long musical variety show sponsored by W. A. Schaeffer Pen Company. Cohan 55 years ago this month was singing "Give My Regards to Broadway" for the first time at the Liberty Theatre here.

Charles Isaacs to Produce

Charles Isaacs will produce the Sunday Showcase special. Choreography will be directed by Bob Hamilton. The program will originate from NBC color studios in Burbank, Cal., and will also be seen on the CGC network in Canada.

Metropolitan Bdcstg. To Buy TV Station

Metropolitan Broadcasting Corp. has signed an agreement to purchase television station KOVR-TV, Stockton-Sacramento, from Gannett Newspapers for a sum in excess of $3.5 million, John W. Kluge, chairman and president of Metropolitan, announced.

The acquisition is subject to approval by the Federal Communications Commission.

Metropolitan operates television stations WNEW-TV, New York, and WTTG-TV, Washington, D.C., and radio stations WHK, Cleveland, and WNEW, New York.

Acquired Two Last Month

On October 23 Metropolitan acquired television station WTVH-TV, Peoria, and radio station WIP, Philadelphia, subject to F.C.C. approval.

NTA Appoints Lomberg European Sales Head

Sam Lomberg has been appointed European Sales Manager for National Telefilm Associates, Inc., it was announced by Sidney Kramer, director of foreign distribution for NTA, and Vernon Burns, managing director of NTA-U.K., Ltd. Lomberg will headquarter in London, reporting to Burns.

Lomberg has an extensive background in motion picture and television film distribution in the United Kingdom and on the Continent. He started his film career more than 20 years ago with M-G-M, leaving that organization in 1940 to join the RAF. Upon demobilization in 1946, he rejoined M-G-M as London branch office manager in the circuit department, later becoming London representative for that company's 16mm department. In 1948, Lomberg joined the Columbia Pictures 16mm department, later becoming general sales manager. In 1957, he was named London branch manager for Columbia and a year later became sales manager for Screen Gems.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WILLARD ALEXANDER, head of the talent agency that bears his name, has tapped Don Rogers, formerly with MCA to take charge of his newly-opened Dallas branch. Willard, currently in Hollywood to open an office there which will be the fourth in the rapidly growing firm (other headquarters are in New York and Chicago) is considered one of the ablest as well as loved and respected managers in showbiz. . . . Asher Freezer, for the past year associated with WNTA production and programming has added another chore to his sked. As "Raving Boy" he's now doing a weekly (Wednesnite) platter-spinner program and is winning a vast audience among Metropolitan jazz and rock n' roll addicts. . . . Mort Browne, dynamic young publisher and recording exec, (Mort published and single-handed made into standards compositions including "Tuxedo Junction." "Jersey Bounce" and "In The Mood,") has a young protege, Shane Hunter whose vocal talents add up to stamping him a combination of Johnny Mathes and Roy Hamilton. . . . Staats Cotsworth, one of the brighter stars in TV, is currently appearing as "Lord Burleigh" in the National Phoenix road company of "Mary Stuart." . . . Fred Wise, who wrote several songhits including "A For Adorable" and "Let Me Go Lover" after he'd earned Degrees in Philosophy and Clinical Psychology now shuttles between tin pan alley and his newly-formed Bronx Consultation Centre. . . . Composer-Conductor Eddy Manson, just back from a month's appearance at the U.S. Trade Fair in Moscow will marry Paula Stark, Sunday. Miss Stark was Prima Ballerina in "50 Million Frenchmen," "The Second Little Show," "Ballyhoo" and several other Broadway Musicals. . . .

☆ ☆ ☆

Sam Lomberg, London manager for Columbia Pix and later sales manager for Screen Gems, has been appointed European sales manager for NTA and will headquarter in that city. . . . Robert Loggia, ABCurrently in his 2nd season as the star of "Walt Disney Presents Elfego Baca," teleseries, is about ready to sign to do the John Gilbert role in next year's Broadway production of "Laurette." . . . In less than three weeks, the membership drive by the Academy of TV Arts & Sciences has resulted in the acquisition of 250 new members. Drive was sparked by co-chairmen of the membership committee Betty Furness and David Susskind. . . . Thursday nite's ABCrime doesn't pay series' seg of the "Untouchables," based on the Vincent "Mad Dog" Coll story, was easily one of the most chilling. The knowledge that the narrator, Walter Winchell, figured prominently in the actual story, added to the awesomeness of the sordid escapade. . . . 20th Century-Fox teleseries "Adventures in Paradise," based on stories by James A. Michenor, starring Gardner McKay and ABChannelled Monday nites, has added beautiful Linda Lawson as a regular. . . . A bit unusual but certainly no turkey is the fact that Thursday's Macy-Thanksgiving Parade which will be telecast over NBC will feature among an array of luminaries, three stars of ABC-TVehicles: Chuck (Rifleman) Connors, Pat (Keep Talking) Carroll and Shirley (Storybook) Temple. (so you see, even though Macy doesn't speak to Gimbel, Sarnoff evidently does speak to Goldenson.) . . . John Hall (the Beard) Thompson, Chicago Tribune vet reporter and military editor for 23 years, whose beat covered Europe, North Africa and Asia, starts a daily news analyst series tonight TVia WGN. Thompson was the first American War Correspondent to be awarded the Medal of Freedom for bravery during the "Battle of Biazza Ridge" in World War II. . . .

Eastman Ups Dividend, Declares 24-Cent Extra

Special to THE DAILY

ROCHESTER, Nov. 22.—Eastman Kodak Co. increased its dividend to 45 cents on the common stock and voted an extra of 24 cents, both payable January 2 to holders of record December 4. The company paid 37 cents in each of the three previous quarters this year, bringing total to $1.80, up from $1.42½ in 1958 on a present share basis. A one-for-one stock distribution was made in April.

In addition, the company directors voted a wage dividend estimated at $44,500,000, payable March 15, 1960 to about 47,000 Kodak employes in United States. Eligible employes will receive $34.50 for each $1,000 they earned at Kodak from 1955 to 1959. This wage dividend compares with $32.62½ or about $40,000,000 paid in March 1959 for each $1,000 earned from 1954 to 1958.

REVIEW:

Missile to the Moon

Astor

HARTFORD, Nov.

An admittedly headline-commar ing topic is handled entertainin enough within the limitations of bu getary requirements in this Ma Frederic production, directed Richard Cunha, and featuring, amo others, Richard Travis, Cathy Dow K. T. Stevens and Tommy Cook.

The H. E. Barrie-Vincent Fe screenplay casts Richard Travis a Michael Whalen as scientists disce ibly disappointed when informed top-echelon government represen tives that their long-anticipated mo missile is to go under armed forc control. Whalen is convinced that can take the projectile to outer spa sucessfully and when two escap convicts, Tommy Cook and Ca Clarke, happen to clamber aboard, immediately enlists their aid. Tra and his fiance, Cathy Downs, boa the ship, too, they look for Whale and the craft takes off for the moo

After the controls have been s Whalen dies. On the moon, the par encounter strange sights, sounds an fears. Some moon women—led b lithesome K. T. Stevens—find th earth people, and there's some roma tic palaver between Miss Stevens an Travis before a moon woman friend to the earthlings helps them to escap Running time, 78 minutes. Gener classification. Release, October, 195

A.M.W

Columbia Shorts

(*Continued from page* 1)

the series, "Wolf Hounded" and "Lit tle Bo Bopped," are already in release

On the two-reel list of new subject are three Technicolor featurettes. Th first, "Wonderful Gibraltar," is read for dating. The second is a Musica Travelark, entitled "Wonders of On tario," with another Technicolor fea turette to follow.

The live-action single reels will in clude ten World of Sports entries, fea turing Bill Stern as commentator Rounding out the schedule of new one-reelers will be a series known as Topnotchers, six subjects with a variety of formats and casts.

To supplement the schedule of new subjects, 59 outstanding shorts from previous seasons will be re-released, as will three 15-episode serials. These include eight one-reel Technicolor cartoons starring Mr. Magoo and 15 Color Favorites, selections from some of Columbia's "cream of the crop" of past years.

Two-reel comedies loom large in the re-releasing plans for the coming season, topped by eight Three Stooges comedies, currently at the peak of their new popularity. Twelve two-reelers will be issue under the Assorted Favorites and Comedy Favorites banners.

Single reelers will include four Thrills of Music—Jerry Wald, Machito, Les Elgart and Ray McKinley and their orchestras. Also on the program are six Candid Microphones with Allen Funt and six Film Novelties.

TOA Resolution Lauds Quigley Publications for Its MerchandisingConferences

THE Theatre Owners of America, at its annual convention in Chicago last week, adopted a resolution lauding Quigley Publications for its Merchandising Conferences, describing them as an "unselfish and valuable industry service."

Quigley Publications last year inaugurated a series of Merchandising Conferences, sponsored by Motion Picture Herald, and designed to bring to the attention of theatre men across the country the plans of the major companies for the promotional campaigns behind certain of their most important forthcoming productions.

The first of these sessions was held in New York in the Fall of 1958, and attracted a considerable audience of theatre men, with the major film companies each showing an outstanding picture from the release schedule, followed in each case by a merchandising session, at which promotional executives of the company described the campaign plans for the film seen, and opened the conference for discussion from the floor. This first series of Conferences was adjudged a success.

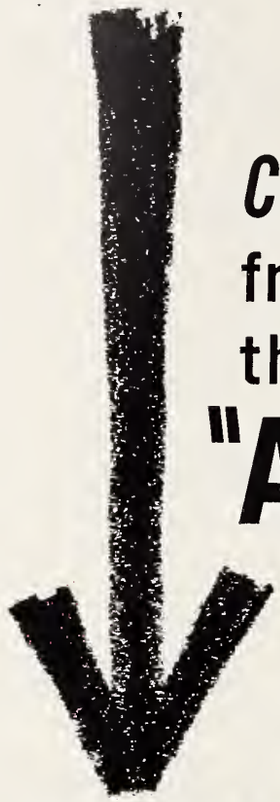
In consequence, a second series was held in the Spring of 1959, with a decidedly larger audience, and such a pronounced reaction of praise that it was determined to continue the series. The most recent group of Merchandising Conferences, held only last month, and again in New York, attracted theatre men far in excess of expectations and many more than had attended the previous meetings. All present at the three days of screenings and discussions were unanimous in praise of the Conferences, both exhibitors and distribution executives, and the hope was then expressed that the series would be placed on a permanent basis. The TOA resolution follows.

¶ **Whereas, the skillful merchandising of available product is one of the greatest guarantees of maximum profit for theatre operation, and intelligent merchandising is only possible if the seller knows his product, and,**

¶ **Whereas, a unique opportunity has been offered by the Quigley Publications, to exhibitors three times during the past two years to see product long before the films are released, and to talk with the advertising executives of the companies which offer these films, through its Quigley merchandising conferences held in cooperation with all major film companies, and**

¶ **Whereas, the Quigley Publications have indicated it hopes to continue these merchandising conferences if exhibitors want and support them, therefore,**

¶ **Be it resolved that the Theatre Owners of America, meeting in annual convention, commend the Quigley Publications for this unselfish and valuable industry service, and urge not only all its members, but all theatre owners, give all possible support to the Quigley merchandising conferences to the end that they may be continued as a regular industry activity.**



COMING HOT AND FAST
from the company
that gave you
"AL CAPONE"

"THE PURPLE GANG"

With a Screen Foreword by
Congressman JAMES ROOSEVELT

The vivid, AUTHENTIC story of the infamous mob that terrorized Detroit while Capone ruled Chicago! Filmed the way "CAPONE" was filmed... THE WAY IT HAPPENED!

Another Boxoffice Blast from ALLIED ARTISTS!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 101 NEW YORK, U.S.A., TUESDAY, NOVEMBER 24, 1959 TEN CENTS

Cash on Line

Million $$ For 'Ripper' Campaign

Vessel, Gypsy Lee, Balaban Help Levine Start Drive

By JAMES D. IVERS

Joseph E. Levine, hailed by Barney Balaban, president of Paramount, for having "given a new dimension to the film industry," came up from Boston yesterday with a million dollars in cash in one hand and a brand new Levine showmanship campaign in the other. If any man, woman or child in the United States doesn't know about "Jack the Ripper" when it is released by Paramount in February, it

(*Continued on page 4*)

Brylawski Heads D. C. Group for 38th Year

From THE DAILY Bureau

WASHINGTON, Nov. 23. — A. Julian Brylawski has been elected president of the Motion Picture Theatre Owners of Metropolitan Washington for the 38th year.



Julian Brylawski

Brylawski, who works for Stanley - Warner Theatres, is a vice-president of the Theatre Owners of America and chairman of their legislative committee.

Other officers elected by the local

(*Continued on page 4*)

Col. Prospects Bright, Stockholders Are Told

Confidence in Columbia's "blueprint for the future" is expressed by Abe Schneider, president, in a message to stockholders just distributed with the annual report for the fiscal year ended June 27, last.

Operating results, reported earlier,

(*Continued on page 2*)

Over 400 in Tribute to Broidy As 'Pioneer of Year'

By SHERWIN KANE

More than 400 industry members joined in honoring Steve Broidy, president of Allied Artists, and designated Pioneer of the Year at the 21st annual Motion Picture Pioneers dinner at the Waldorf-Astoria Hotel here last night.

Broidy was presented a silver tureen, suitably inscribed, by Ned E. Depinet, Pioneers president, to mark the occasion.

For picture report of last night's Motion Picture Pioneers' annual dinner, turn to page 3.

Morey R. Goldstein, Allied Artists vice president and general sales manager, served as chairman of the dinner and toastmaster. He introduced Sen. Jacob Javits, who spoke of the industry's position in the world of entertainment and pointed out that it plays a major part in the technological advance of the times.

"The American film penetrates to the far corners of the world," said Senator Javits; "the impression people get of America on the whole is derived from motion pictures and, with few exceptions, they are good impressions. Any fears of the obsolescence of motion pictures are unfounded."

Senator Javits said he would recommend to the industry that it use its facilities to translate on the world

(*Continued on page 2*)

THE BEN ADLER STORY: Selling the Independent Film

by SAUL OSTROVE

THE snowballing invasion of the American motion picture market by foreign, art and independent home products has created problems as well as profits for import exhibitors across the nation.

Each year more pictures produced abroad are shown here than the year before. But distributors and exhibitors know and agree that strength in numbers alone cannot insure continuing box office success in an industry which now has more levels of competition than it ever had.

Clever exploitation is today a commodity dearer than it was when the Dassins, Fellinis, Bergmans and Vadims were helping to create films which had little chance to reach these shores.



BEN ADLER

Now the men who devise campaigns exploiting the international

(*Continued on page 5*)

Independent Film Merchandising and Ben Adler Anniversary Section

PAGES 5 TO 16

More to Come

Loew's, Inc. Net Is $7,698,951 For Fiscal 1959

Vogel Says Films Were Key To 'Major Turnabout'

Net profit of $7,698,951 after taxes was reported by Loew's, Inc., yesterday for the fiscal year ended Aug. 31 last, contrasted to a net loss of $1,195,862 for the preceding fiscal year.

In making the announcement, Joseph R. Vogel, president, pointed out that the company had achieved a major turnabout in the year reported on. The earnings are equivalent to $2.91 per share, compared to a net loss of 45 cents per share the previous year.

The report is the first since the complete separation of theatre operations from the company, accomplished last March. The theatre company results, however, are excluded for the period prior to, as well as after, the corporate separation.

Loew's gross income for fiscal 1959 rose to $130,970,376 from $112,320,958 the year before.

Key factor in the Loew's turnabout, Vogel said, was a pre-tax profit of

(*Continued on page 4*)

Allied Names Hudson 1959 'Star of the Year'

Special to THE DAILY

MILWAUKEE, Nov. 23. — Rock Hudson has been named "Star of the Year" by Allied States Association, it was announced here today by Ben Marcus, general convention chairman of Allied. It is the first such award Allied has made and will be presented to the actor on Dec. 9 at the award

(*Continued on page 4*)

Selznick Reactivating SRO; Reissuing 'Duel'

Reactivation of Selznick Releasing Organization, with the appointment of Ben Siegel as sales head, was announced here yesterday by David O. Selznick. Siegel is the former sales head for SRO.

Selznick also disclosed that he will

(*Continued on page 2*)

PERSONAL MENTION

SAMUEL SCHNEIDER, industry executive, and MRS. SCHNEIDER will leave New York today for the West Coast.

•

CHARLES OKUN, head of theatre sales for Coca-Cola Co., will leave here Dec. 1 to winter in Florida with headquarters at 12500 N.E. 8th Ave., North Miami, until March 1.

•

BILL WATTERS, publicist, has arrived in New York from Hollywood.

•

BROCK PETERS, of the "Porgy and Bess" cast, will leave here today for Cleveland.

•

MRS. WILLIAM O'HARE has given birth to a daughter, BILLY ANNE. Father is advertising-publicity manager for Valiant Films Corp.

•

BILLY WILDER, producer-director, will leave Hollywood today for New York. He will be accompanied by JACK LEMMON, SHIRLEY MACLAINE and FRED MACMURRAY, stars of "The Apartment."

Columbia Prospects

(*Continued from page* 1)

resulted in a net loss for the year of $2,445,385, compared to a loss of $4,987,330 in the preceding year.

In his message to stockholders, Schneider notes that both production and distribution operating costs have been further reduced by several millions of dollars annually; for the first time in five years Columbia has completely absorbed its studio overhead charges; its overhead charge to independent producers has been reduced from 25% to 22½% for the next year.

Also, production volume at the studio has been increased; operations have been integrated and merged wherever it was found economical and efficient to do so, and the company's flow of important film deals with which to supply the distribution organization has been established.

Selznick Reactivating

(*Continued from page* 1)

reissue "Duel in the Sun," which has been booked for the houses of the Loew's circuit and 85 other theatres starting Dec. 9. The film, said Selznick, will be backed by a full-scale promotional campaign which will include all media of advertising and publicity.

Additional plans for the reactivated SRO, said the producer, will be announced shortly.



A sterling silver tureen designating him as Motion Picture Pioneer of 1959 is presented to Steve Broidy (right), president of Allied Artists by Ned E. Depinet, Pioneer president, at the Waldorf-Astoria Hotel. Inscription on the gift reads in part as follows: "In appreciation and recognition of your stalwart leadership and examples of industry faith and courage and your demonstrated humanitarianism, we present you with this emblem of our admiration and affection."

Broidy 'Pioneer of the Year'

(*Continued from page* 1)

scene some of the technical progress and foreign policy phases of America, on the same plane on which it provided countless valuable training films for the nation. In this way, he said, the industry could tell the story of the nation's economic aid program, among other things.

The legislator also recommended that the industry interest itself in work within the area of domestic education. A public service record, he noted, would stand the industry in good stead if ever it is called to public account.

Stating that he is ready to give help to the industry when needed, the Senator concluded, "Your responsibilities are great; your capabilities immense."

Termed "A True Pioneer"

In introducing Broidy, Goldstein termed him a true Pioneer, "one who has not only been a bold leader in the film industry but also an inspired and honored humanitarian who has reaped many honors, all of them well deserved."

In responding to his introduction, Broidy turned serious for a moment when he pointed out that he had never put his "rule of life" into words and would not try, but rather would borrow from Pearl S. Buck. Quoting from the Nobel Prize winning authoress, Broidy said he had guided his human relations with these thoughts, "To shut one's door while others suffer, to care only for one's own, disclaiming responsibility for humanity, is to destroy all good impulse and to build up a deadly selfishness which will be a boomerang in its effect upon ourselves."

In presenting the gift to Broidy, Depinet noted that he had reaped many honors in all fields to which he had lent his efforts, and said the Pioneers were proud to pay tribute to a veteran whose wisdom was backed by wide experience equalled by his high character and integrity.

He added that the honored guest always has supported the Pioneers vital work in assisting ill and needy industry members. He stressed that although many organizations and individuals have given freely and generously in the past, there can be no let-up in the drive to maintain this anonymous humanitarian work.

Depinet Lauds AA

Depinet complimented Goldstein and the entire Allied Artists national organization on the work it had done in selling more than $14,000 worth of tickets on the 1960 Thunderbird which AA had donated to help raise funds for the Pioneers Foundation. Depinet said that this is more than double the best previous Pioneers ticket-sale record.

The winning ticket on the car was drawn by Dr. Max Nussbaum, of Los Angeles, and was held by J. Burgi

80 New Pioneers Set Induction Record

This year's class of 80 new mem bers of Motion Picture Pioneers set a all-time high record for the 22-yea old organization.

The record class was inducted the annual Pioneers dinner at the Wa dorf-Astoria Hotel last night by Judg Ferdinand Pecora, counsel to the i dustry law firm of Schwartz & Frol lich, and Ned E. Depinet, presider of the Pioneers. Members of the P oneers must have spent at least 2 years in the industry.

Contner, a cameraman who was d rector of photography on "Nake City."

Rabbi Nussbaum also delivered th invocation.

Previous Pioneers of the Year wer Adolph Zukor, Gus S. Eyssell, Cecil I DeMille, Spyros Skouras, Jack, Albe and Harry Warner, Nate J. Blumber Barney Balaban, S. H. Fabian, He man Robbins, Robert J. O'Donnell, Je seph R. Vogel, Robert Benjamin an Arthur Krim.

Among those seated at the dais a last night's dinner were: Charles Al coate, Balaban, Benjamin, Har Brandt, Broidy, George F. Dembow Sam Dembow Jr., Depinet, Jay Emar uel, Eyssell, Fabian, Leopold Frie man, William German, Goldstei Abel Green, William Heineman, Ber jamin Javits, Senator Javits, Er Johnston, Benj. Kalmenson, Marvi Kirsch, Krim, C. J. Latta, H. H. Ma tin, Abe Montague, Edward More Dr. Nussbaum, John O'Connor, Judg Ferdinand Pecora, Martin Quigle Milton Rackmil, Charles Reagan, Sa Rinzler, Norton V. Ritchey, Robbin Sam Rosen,, George Schaefer, Ab Schneider, Sol Schwartz, MacGreg Scott, George Skouras, Spyros Skoura Vogel, Richard F. Walsh, Jack Wa ner and Zukor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
MAX REINHARDT'S
"THE MIRACLE"
Starring
CARROLL BAKER ROGER MOORE WALTER SLEZAK VITTORIO GASSMAN KATINA PAXINOU
A WARNER BROS. Picture in TECHNIRAMA® & TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "CONTRASTS IN RHYTHM"

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

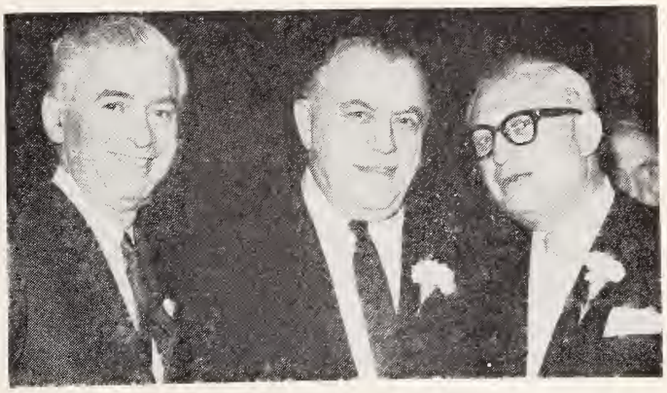
For The Quickest And Best Holiday Promotion Trailers



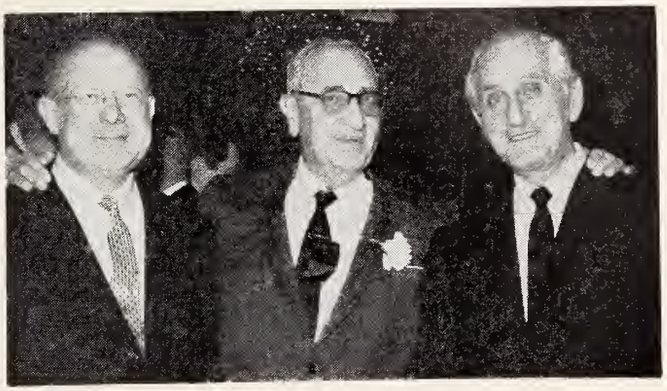
Send Your Order To
FILMACK
1327 SO. WABASH - CHICAGO
630 NINTH AVE. - NEW YORK

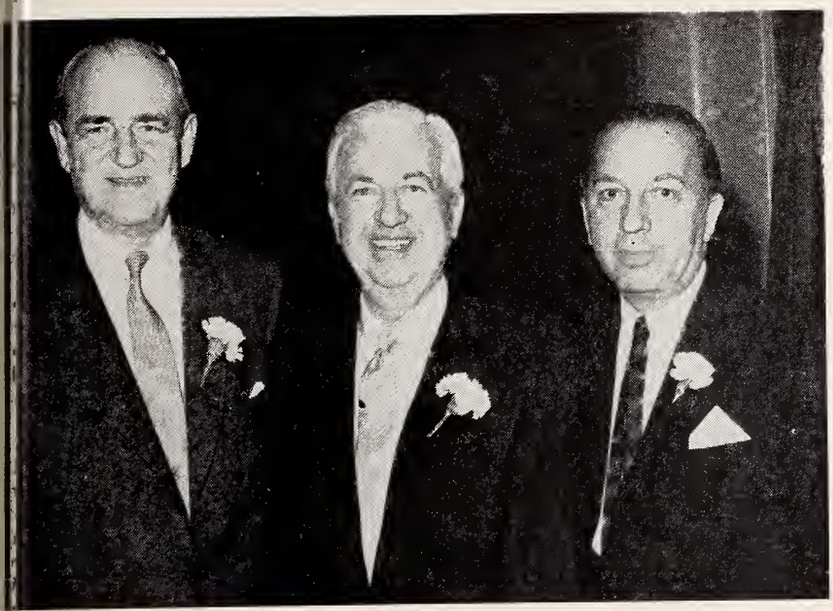
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"he 21st Reunion of The Motion Picture Pioneers

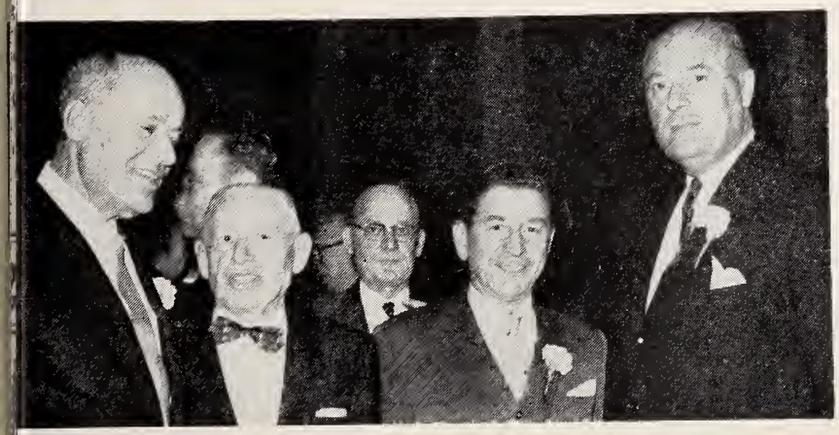


Above, Sol Schwartz, Harry Kalmine and Benj. Kalmenson. Below, Harry Mandel, A. Montague and Max Cohen.



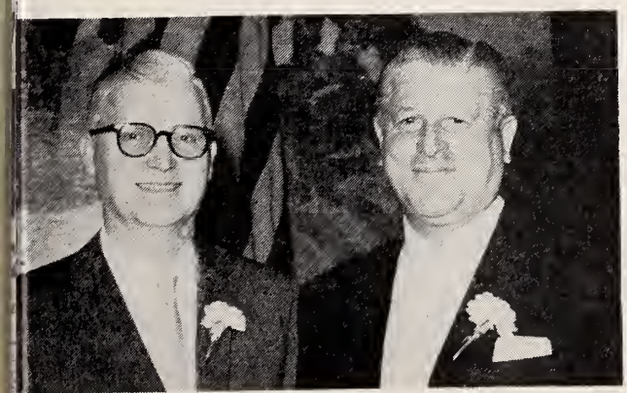


neer of the Year, Steve Broidy (center, above) and Morey Goldstein (right) with d Depinet, Pioneers president. Below, George Dembow, Irving Mack, Ed Morey d Sam Rosen.





Above, John J. O'Connor, Martin Quigley and Earle Hammons. Below, Norton V. Ritchey, Steve Broidy, Sam Dembow, Jr., and Morey Goldstein.



enry "Hi" Martin and Milton R. Rackmil.



METROPOLITAN PHOTOS

Radio, TV Planned For MPAA Drive

Material to promote the joint program of the Motion Picture Association to herald the industry's most important pictures set for release in 1960 will be prepared and sent to all television and radio network shows. Plans to carry out this phase of the MPAA promotion were made yesterday by the TV and radio coordinating group of the MPAA advertising and publicity directors committee.

The material will be sent to a TV and radio list of 5,000 names. Stars and starlets on personal appearance junkets will be alerted to refer to the outstanding 1960 product in TV and radio interviews. Network shows, panel shows, news programs, Hollywood news commentators, interview shows and disc jockeys will be approached for cooperation.

In addition exhibitors will be furnished special material for use on local radio and TV shows in their respective areas.

Bob Ferguson, chairman of the radio-TV group, presided at the meeting yesterday. Also attending were Roger, Caras, Columbia; Felix Greenfield, Warner Bros.; Gil Perlman, Buena Vista; Bill Stutman, 20th Century-Fox; and Ted Baldwin and Taylor Mills, MPAA.

Nathanson Back Here

Morton A. Nathanson, United Artists director of international advertising and publicity, has completed the second phase of his globe-girdling tour of UA offices overseas and returns to New York today from the Far East. During his 15,000 mile trip he conferred with advertising and publicity managers, media representatives and exhibitors in Hong Kong, Melbourne, Sydney, Singapore, Tokyo, Bangkok, Bombay and Karachi.

Kleindienst Rites Held

Funeral services were held on Sunday in Rockville Center, L. I., for Harry C. Kleindienst, 67, former assistant treasurer of M-G-M International, who died Friday following a protracted illness. Surviving are his widow and a married daughter.

Thomas C. Laird Dies

ATLANTA, Nov. 23.—Thomas C. Laird, 75, former theatre manager in Birmingham, Ala., died at his home here following a long illness.

'Ripper' Drive

(*Continued from page* 1)

won't be because the Boston showman was afraid to spend every penny of the million dollars or because the freshest minds in the drumbeating business left anything out of the campaign.

The million dollars—in $1,000 bills—was on display in a glass case, surrounded by armed guards in the anteroom of the Plaza Hotel's dignified Terrace Room at a crowded, buzzing cocktail hour preceding a luncheon for 500 industry executives and press representatives from the national magazines, wire services, newspapers and trade press. After the dessert—baked Whitecapel fog and crushed strawberries—the guards brought it to Levine in a black bag and he held it aloft with a pledge to spend it in an advertising campaign blanketing 40 national magazines, starting with *Life* and *Look*, for a starter, and in a newspaper, television and radio splurge equalling or exceeding the one for that $15,000,000 gem, "Hercules."

George Jessel flew in from Hollywood to be toastmaster at the luncheon.

Circuit and distribution executives goggled at the showmanship tricks and gimmicks prepared and planned for the campaign and distributed by pretty girls in music hall costumes.

George Weltner, Paramount vice-president in charge of world sales, and S. H. Fabian, president of Stanley Warner, spoke of the renascence of showmanship for which they gave Levine credit, and Adolph Zukor, introduced by Jessel as the "patriarch of the industry" received a standing ovation.

Allied Names Hudson

(*Continued from page* 1)

banquet climaxing the Allied convention in Miami Beach.

Hudson was selected in a secret poll taken among Allied members. Marcus said he was chosen for his "outstanding acting contribution and excellent entertainment performances" this year in "This Earth Is Mine" and "Pillow Talk." Hudson is under contract to Universal Pictures.

Brylawski Elected

(*Continued from page* 1)

group were Marvin Goldman, vice president; Jerome Baker, secretary; and Lloyd Wineland, Sr., treasurer. The executive committee will consist of Orville Crouch as chairman, and Charles Grimes, Lloyd Wineland, Jr., Morton Gerber and Paul Roth.

Discover 'Promising' Oil Field at M-G-M

From THE DAILY Bureau

HOLLYWOOD, Nov. 23 — Discovery of promising new oil field on M-G-M's studio property in Culver City with a well that tested at a daily rate of 720 barrels of oil through a restricted beam was confirmed today by Joseph R. Vogel, president of Loew's, Inc., and Olin Lane, vice president of Continental Oil's Western region.

Film Sections Same In New Soviet Pact

By J. A. OTTEN

WASHINGTON, Nov. 23. — The U.S.-Soviet Cultural Agreement, extended for another two years until Jan. 1962, incorporates unchanged the original provisions relating to motion pictures, a State Department official said today.

The agreement, signed in Moscow over the week-end provides among other things for the continued sale of each country's films to the other country, for continued premieres and film weeks, exchanges of documentaries and personnel and co-production of film by the two countries.

The renewed agreement does, however, broaden the amount of exchanges in the field of television, with the two governments agreeing to try to arrange monthly broadcasts of noncontroversial films and newsreels and special broadcasts on international affairs. Each side will have full censorship powers over the material sent by the other country.

Industry Leaders Honor Max Youngstein Today

Max E. Youngstein, United Artists vice-president, will receive the Human Relations Award of the Motion Picture Division of the Joint Defense Appeal at a luncheon today at the Hotel Astor.

Among the 350 film industry and civic leaders present will be the following dais guests: Barney Balaban, Robert S. Benjamin, Harry Brandt, Arnold Forster, William J. German, Leon Goldberg, Irving H. Greenfield, Arthur B. Krim, Rabbi Moshay P. Mann, Eugene Picker, Burton Robbins, Sam Schneider, Al Schwalberg, Leslie Schwartz, Sol Schwartz, Adolph Schimel, Solomon M. Strausberg and Robert M. Weitman. The Award will be presented to Youngstein by Harry Brandt.

Loew's, Inc. N

(*Continued from page* 1)

$6,407,000 on a world-wide film p duction, distribution and overseas hibition—a fundamental operation which a loss of $7,345,000 had b experienced in 1958.

"Loew's made gains in income fr television, records and music, but most important—and the most grati ing—upsurge was achieved in its ba activity, the production of films theatre exhibition," the Loew's pr dent declared.

"The increase of more than $1 000,000 in film rentals and fore theatre receipts reflects a new era creativity at our M-G-M Studios Culver City."

Working Capital Increases

The annual report just mailed stockholders also shows a $5,885,0 increase in the company's working c ital and an increase in the compan current balance of cash and sho term Government securities to m than $34,000,000 Vogel noted. On t other hand, the company's over- debt was reduced to $20,900,000 as August 31, 1959.

"The uptrend is continuing strong in the current fiscal year" Vogel co tinued, "and Loew's stockholders m look to the future with confidence.

"Outstanding in our projections, course, is the potential of Ben-Hu This historic M-G-M production w a magnificent reception at its wor premiere here in New York last wee

"Other M-G-M features ready f release during the current year a among the finest ever produced by a studio.

Peak Expected in 1961

"Our program for licensing pr 1949 motion pictures to television not expected to pass its revenue pe until 1961. Approximately $31,218,0 remains to be earned on this progra over the years ahead under contrac outstanding as of August 31, 1959.

"A major plan has been initiate to expand our production of origin television entertainment. Our recor ing and music publishing enterpris show continued strength and growt There is a new vitality in eve phase of Loew's."

Corcoran Opens Office

William Corcoran, formerly wit Freeman & Wicks, Hollywood publ relations consultants, has formed h own company, William Corcoran Associates, and has established hea quarters in Chicago at 10326 S. Wes ern Ave. He recently closed a deal t handle the account of the Drury Lan Theatre.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Sales Offices and Warehouses at
Photographic materials of extraordinary quality for over half a century
321 West 54th Street New York 19 New York
6601 N. Lincoln Ave. Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd. Los Angeles 38 California
1355 Conant Street Dallas 7 Texas
1925 Blake St. Denver 2 Colorado
A Complete Line of Professional Cine Films

The Ben Adler Story — Selling the Independent Film

(*Continued from page* 1)

d low-budget stateside cinema e sought out to promote this owing market-child.

Ben Adler is among these men. He promotes a picture by giving a personality.

That personality dictates a film's ling level—hard, medium or soft in a Ben Adler national drive.

Adler, who this month is celeating his 30th anniversary in moon picture art, advertising and neral exploitation, applies his omotional strength to the indus-'s pivotal link—the one joining eatre to public.

"It's not enough to offer pictures outstanding merit. The public ust be convinced that these films ust be seen," Adler says.

st of Successes

He has exploited such box office nners as "The Lovers," "Tamanl," "Room at the Top," "Lady natterley's Lover," "And God reated Women," "Love Is My ofession," "La Strada," "Wee eordie," "The Captain's Parase" and "Seven Days to Noon."

Nor has Adler neglected statede pictures. He's given the "mar look" to "Go Johnny, Go," The Golden Age of Comedy," Noah's Ark," "Laura" and "Mr. keffington."

By creating an image here, and strengthening a film's design ere, Adler has been able to give e exhibitor the tools he needs to ild interest for a particular film.

"The theme I stress today is not ho makes the picture, but where at picture is made," Adler says.

That's why a movie such as Tamango," which was filmed oad with a cast composed prinpally of foreign performers, and hich was produced initially with n Italian sound track, opened here the Capitol theatre, a major st-run house, and was subsequently booked into circuit theaes across the country. The Tamango" campaign, an outanding success, was worked out y Adler with Bill O'Hare, young xecutive of Valiant Pictures, disibutors of the film.

Of course Adler's campaigns ary. In New York, Chicago and San Francisco, as examples, exploitation follows a more sophisticated pattern in the use of newspaper art and copy, although saturation of big cities with radio and television spots is not unusual.

But in outlying belts, where art films have found rougher going, exploitation must be confined to prevailing standards of local taste.

Adler tries to provoke the public into mass theatres patronage.

Mass vs. Class

"It's a question of mass ads versus class ads," he says "but first the consumer must be led to identify himself with the picture."

The service offered by Adler's agency can best be understood on the basic premise that no film is ever sold anywhere on its own, but must have the necessary accessories, promotion pieces and advertising material that make this film acceptable to the public. "After the initial opening of a foreign or independent picture, usually in New York City and other large cities, this ad material together with more vigorous and hard-selling posters and ads, must be made available at a very low cost to every theatre in the country that will play this film," Adler points out. It is obvious that a New York opening campaign alone will not interest a neighborhood theatre in Wichita, Kansas; New Yorkers somehow require a sophistication in their movie ads that is too quiet for Memphis or San Diego. New advertising material must be created and published.

Evolution Unfolding

In this area of the creation of new ads, or as it is called "the national campaign" lies the main contribution Adler makes to the evolution of the industry that is now taking place—the changeover from the pre-war theatregoing habit to today's individually selective audiences whose habit has come right into their homes in the form of TV, and who will go out and buy a movie only if there is some special reason for it.

Adler creates this national campaign as the adviser and consultant of, as well as in close daily association with, the distribution companies. They are the clients who look to him to prepare an attractive and hard-selling merchandising campaign for their product. Together with the creation of this new material is the mass reproduction and standardisation of elements of the opening campaigns, which have proved successful for the premier run and which may be presumed to be equally attractive in certain theatres nationally—first-run art houses in major cities.

Along with the creation and the publishing of the campaigns, Adler has developed a direct-to-theatre shipping service to the exhibitor. The theatre may order everything that the film requires from trailers, posters, ad mats, publicity stills, video trailers to radio spot discs. Adler is recognized as the ad and merchandising clearing house of the motion picture exhibitor whom he ships daily, his pre-tested and ready-to-use advertising needs.

Charting New Paths

With the development of new creative items to reach selective moviegoers, Adler's place in the history of the industry has been fully realized: every business including show business and movie business cannot survive unless a part of it is actively engaged in experimentation with new ideas, new trends, new products, new companies and new people.

Thirty years ago, when Adler was 17, he got his first job in the motion picture industry, as a letterer with Warner Brothers in New Jersey. After he succeeded to office art director, his campaign ideas were utilized by Warners' New York office, and Adler was assigned to do supplements for national press books.

When Harry Goldberg became national advertising director for the Stanley Warner circuit, Adler handled merchandising campaigns for him before doing special assignments for Columbia Pictures and United Artists.

Further projects assigned Adler from independent distributors included Alexanda Korda re-re-

(*Continued on page* 7)

Answering a Need — A Council for Independent Distributors



FOR years the people and organizations involved in the importing of motion pictures from foreign lands have been considered as second-class citizens within the motion picture industry. In the early days this was a business for amateurs and dilettantes. A man in an entirely unrelated occupation, on a trip to Europe, would become interested in a film he saw and purchase it. He thus became a foreign film importer!

Before World War II there were sporadic attempts by individual people to create a more solid enterprise from film imports. However, it was not until after World War II that foreign films began to come into their own. It started with some of the early post-war Rank films, such as RED SHOES, and the early Guinness pictures. It started with Joe Burstyn importing OPEN CITY and PAISAN. It started with various state righters looking for a way to continue in business. But the most important thing is—it started.

The foreign film business has suffered through its birth pains. It was not long ago that such films were considered only for the intellectual elite, patronizing small, out of the way, art houses. It is less than a decade since 100 bookings were considered the goal for the foreign "blockbuster."

This tribute to Ben Adler by Motion Picture Daily comes at a most proper time, for it is men like Ben, whose foresight and originality

(*Continued on following page*)

A Council for Independent Distributors

(*Continued from preceding page*)

have contributed so heavily to the solidification of the foreign film field. It took a lot of guts and courage for the people involved in this field to reach the point where today the so-called art houses have become the envy of the commercial theatre circuits and 1,000 bookings on a foreign film is not even considered unusual. The result of this gradual acceptance of foreign films, and of the current and continuing shortage of Hollywood product, has been to encourage the larger commercial theatres to seek out the imports for general American release. Many very substantial grosses have been racked up in this manner.

We are still going through this phase in the foreign film business—the phase of convincing both the major circuits and individual commercial houses throughout the country of the fact that an English or dubbed foreign language film can earn major monies, not only for the exhibitor, but for the distributor as well. For it is a fact that foreign producers have introduced pictures of unusual techniques and subject matter, thereby creating extremely novel product for the screen—and novelty has always been an important key to substantial box office results, whether it be a French movie with sex overtones, Japanese science fiction or British comedy.

Thus, it may be said, that we are a new growth industry and, as such, we have all the problems of a new growth industry. Problems that did not confront the individual entrepreneur, who might be satisfied with a $50,000 gross on a film. We are now faced with incomes on some imports of a million dollars and, in some few cases, greater than that.

It is for this reason that sporadic attempts over the last few years have been made to create and form an association which would operate for the benefit of the independent distributors and importers. The first organization formed showed us some of the ground rules as well as the problems that must be met in developing this kind of association. However, it was loosely constructed and did not serve the full needs of the importers and distributors. When this old organization finally brok up because of organizational problems, the demands were great fro individual distributors and importers for a new and all-encompassin council for the independent distributor. This, we believe, has be accomplished in the formation of IFIDA, the Independent Film In porters & Distributors of America, Inc.

THE board of directors of the new Independent Film Importers & Distributors of America, Inc., includes representatives of most of the major and long established companies in the field. The members are: Jonas P. Lenktaitis, Conrad Baker, Richard Brandt, Tom Brandon, Jack Ellis, Miss Fae Miske, Max Goldberg, Edward L. Kingsley, Jean Goldwurm, Richard Gordon, Joseph Green, Cy Harvey, Peter Horner, Joseph Levine, George Roth, Munio Podhorzer, Sanford Weiner, Ilya Lopert, Frank Kassler, Daniel Frankel and Irwin Shapiro.

The Governing Committee includes Richard Brandt, Jack Ellis and Daniel Frankel; Felix J. Bilgrey is secretary; Edward L. Kingsley is treasurer, and Michael F. Mayer is executive director.

Born out of the increasing requirements of a rapidly growing i dustry, IFIDA is now beginning to meet these needs and to answ the problems of its individual members.

At this writing, IFIDA represents between 80% and 90% of th important independent film importers and distributors in this countr Some of the problems of this youthful and fast-growing industry th are now being met by IFIDA should be mentioned.

First, there are the relationships of all the independent distributo

(*Continued on page 8*)

Congratulations

BEN ADLER

For your creative National Campaigns on such outstanding motion pictures as "Naked Amazon," "Wee Geordie" "Game of Love," "One Summer of Happiness," "Devil in the Flesh," "Nana."

AND NOW...

Vittorio DE SICA

IN



Always VICTORIOUS

TF TIMES FILM CORPORATION

144 West 57th Street, New York 19, N. Y. • PLaza 7-6980

The Ben Adler Story

(*Continued from page* 5)

ases; Walter Wanger's "Along ame Jones," "Tomorrow Is For-ver" and "Woman in the Win-ow," and re-releases from Sam oldwyn and Universal-Interna-onal.

For his promotional ideas on the ritish film, "Bedelia," Adler was warded its national campaign by lax Youngstein.

Adler also has done newspaper isplay advertising for RKO thea-es in Brooklyn and for prominent ame bands which appeared at a lew Jersey theatre.

In 1950, Adler moved his opera-ons here and formed his own ad-ertising service, with offices in ne Paramount Building.

His organization has produced atalogs and trade campaigns for elevision companies. Its most re-ent project in this field was the reation and distribution of ad-ertising accessories for the Trans-ux series, "Felix the Cat."

Adler's wife Betty is his partner nd vice-president of "Ben Adler dvertising Associates." The cou-le has two young daughters.

New Record Company In Adler Arsenal

The sound of music is growing ouder in circles promoting foreign nd independent American motion ictures, forcing expansion of the narket for movie themes and oundtracks.

Ben Adler Advertising Associ-tes, Inc., of 1501 Broadway, elped broaden the field this year hen it created Playback Records, division of the Adler Publishing o. Adler's wife Betty was named resident of the records unit.

Mrs. Adler is now dealing for ights to publish, distribute and romote sound tracks from several oreign films not yet released in his country. Playback records will e distributed through 38 major ational outlets, she said.

Playback has also published al-ums independent of movie tie-ins. Among them are "Tom Sankey ings 'Strangler's Lullaby' and Other Music from the Morgue," Paul Knopf's "Enigma of a Day," nd "The Outcat," a Knopfian disk.

CONGRATULATIONS
FROM THE STAFF OF BEN ADLER ADV.

creative, distinctive national campaigns and allied services including:

consultation
ad campaigns
publicity
promotion
pressbooks
posters
accessories
trade ads
promotional brochures
trailers
video trailers
radio spots
tie-in products
tabloid-heralds
records

plus efficient distribution service of your complete campaign throughout the United States and foreign countries

To give your picture national importance...

The Ben Adler Trade Mark establishes your picture . . . convinces exhibitors . . . brings in audiences.

BEN ADLER
creator • publisher • distributor of motion picture accessories

Our National Campaigns Include:

AND GOD CREATED WOMAN · TAMANGO · LOVE IS MY PROFESSION · THE LOVERS · GO, JOHNNY GO · CASE OF DR. LAURENT · GOLDEN AGE OF COMEDY · THE NIGHT HEAVEN FELL · THE EXECUTIONERS · NOAH'S ARK · LA STRADA · LADY CHATTERLY'S LOVER · PRETTY BOY FLOYD · BRIDAL PATH

BEN ADLER ADVERTISING • 1501 Broadway, New York 36, N. Y. • LO 4-2190

The Big Look for Independent and Major Pictures and the New Look for Re-Issues

Answering a Need for a New Organization

(*Continued from page 6*)

to the various foreign countries. In most cases, the motion picture industries of other nations are substantially controlled by their respective governments. Without joint representation for the importers, we have never been able to meet properly the problems of currency restrictions, import licenses and quotas. The members of our organization pay millions of dollars each year into the coffers of various production companies all over the world; the biggest chunks going to France, Italy and England. We thereby represent a substantial amount of buying power and we are in position now to ask for the normal courtesies and business procedures that are granted to other industries, as well as to our own industry through the MPEA, representing the major film companies. Furthermore, in relation to the foreign producers, we have never been given the proper representation at film festivals where, in many cases, our members create the major flow of motion picture dollars into the economies of these countries. It is heartening to know that progress has been made on all of these items so far mentioned.

Campaign on Censorship

The next major category of work for IFIDA is censorship. With the newspapers full of stories of court fights in regard to freedom of expression in the United States, it is no secret that a major part of the fighting for freedom of the motion picture screen has been done in the past by our members individually. However, now with pressure groups striving even harder to restrict what can be shown on the theatre screen, the independent distributor is in a stronger position if represented in many of these fights by IFIDA, through which we can pool the best kind of knowledge and organized power to fight against these inroads.

A new and even more insidious kind of censorship has recently come on the scene. IFIDA will be in the front of the struggle when th battle lines are finally drawn in regard to newspaper advertising cen sorship. All throughout the country perfectly innocuous ads and title are presently banned by newspapers because of arbitrary policies o the publishers. Yet, concurrently, on the front pages of these sam publications, we read about rape, murder and muggings. This figh is not going to be an easy one, but it is of extreme importance t everyone who is connected with the motion picture business.

Fight on Legislative Front

Further items on the IFIDA agenda come under the heading o Legislation, where we will fight, along with other industry organiza tions, unfair taxes and various other restrictive legislation, such a Sunday Blue Laws, etc.

IFIDA will also continue the awarding of the annual Burstyn priz given for the Best Foreign Language Film of the Year.

Furthermore, under the heading of trade practices, IFIDA expec to be of great help in collating information and making it availabl to our members. This will be both in field of exhibitor credit ratin and various service problems, such as shipping, storage, laborator problems, dubbing and the myriad other things with which the ind pendent distributor and importer are presently involved.

The foreign film industry has survived the struggles of creation an is in business for good. It is now up to the responsible elements i that business to make sure that it shall be maintained and strengthene and protected. We have become too big for the laissez-faire metho used heretofore. We must plan together and fight our battles togethe so that we may properly deserve the exciting title of a new growt industry.

SALUTE TO
BEN ADLER
a great showman!

SALUTE
to the Teenage hit now
breaking all records
from coast to coast.....

Hear Paul Anka
Sing "DIANA"

From
NTA
PICTURES

10 Columbus Circle, N. Y. C. • JU 2-7300
William Shelton • General Sales Mgr.



Foreign Films—Fact and Fancy

A Qualified Expert in the Field Separates the Wheat from the Chaff

by ARTHUR L. MAYER



I HAVE been importing foreign films since 1935 and know little about them. But I do know enough to find practically everything I read or hear concerning them incorrect. One would gather from commentators, critics and crackpots that foreign films have suddenly become hugely popular with American audiences, that this popularity is unprecedented, that the men who import them are and always have been a rather shady crew with a particular penchant for pornographic pictures, and that both lengthy spectaculars and high admission prices are recent phenomena.

Actually, Adolph Zukor, Mr. Movies himself, was the first film importer. He bought the French production, "Queen Elizabeth," with Sarah Bernhardt, for the then stupendous sum of $35,000 and opened it on July 12, 1912 at the Lyceum Theatre. The admission price was $1.00, fully the equivalent in those halcyon times of $3.00 today. The first of the great blockbusters, however, was "Quo Vadis," imported less than a year later by another of the distinguished and eminently respectable founding fathers, George Kleine. It ran over two hours and was shown for months at the Astor Theatre with an admission price of $1.50. Its reception was so enthusiastic that in a short time 22 road shows were covering the countryside and as the nickelodeons were neither large nor impressive enough to play it, Kleine booked it into empty legitimate theatres, in this fashion, as he put it, converting them into highly lucrative illegitimacy.

Two other successful early spectaculars were the Italian "Last Days of Pompeii," which claimed (I never counted them) to have a cast of 10,000 performers and 260 sets, and the French "Les Miserables," which ran for over three hours.

German films developed less rapidly than their Continental rivals, but their eventual success in the U. S. was even more sensational. In 1919 First National distributed "Passion" throughout its theatre chain, which then included the newest and best American houses. "The Last Laugh" was handled by Universal with nationwide critical and popular acclaim. Most successful of all, however, was "Variety," imported by Paramount, which established a box office record for foreign film attendance which the Bardots and the "Hercules" have still to equal. Indeed, by 1922 German pictures had acquired so widespread a reputation for merit (not for filth) that Will Rogers wisecracked none too humorously in "The Ropin' Fool." "If you think this picture is no good, I will put on a beard and say it was made in Germany." The enthusiasm over German films was so great that Adolph Zukor and Marcus Loew loaned UFA four million dollars. Foreign co-production, it appears, is not a sudden inspiration of the 1950's.

Russian films, because of their ideological content, were less widely distributed than the German, but anyone suffering from the impression that the prestige of foreign films in the U. S. is predicated on an undue emphasis on sex, has little acquaintance with the Soviet masterpieces, such as "Potemkin" and "Ten Days That Shook the World." Nor, for

(*Continued on following page*)

Congratulations...

To BEN ADLER

From

KINGSLEY INTERNATIONAL PICTURES • UNION FILM DISTRIBUTORS

A Continuity of Hits Year After Year . . .

NOW BOOKING:

LADY CHATTERLEY'S LOVER
LOVE IS MY PROFESSION
BROTH OF A BOY
THE MAN UPSTAIRS
THE YOUNG HAVE NO TIME
HOUSE OF THE ANGEL
THE GIRL FROM HAMBURG

Opening in New York for Christmas

"THE BRIDAL PATH"

Starring BILL "Wee Geordie" TRAVERS

A Frank Launder—Sidney Gilliat Production In TECHNICOLOR

FOR THOSE WHO DEMAND THE FINEST in

COLOR

and

BLACK & WHITE

- Complete **BLACK & WHITE** 16-35 mm film processing.
- Complete **EASTMAN COLOR** 16 - 35 mm negative — positive processing.
- **COLOR FILM STRIP PRINTING & DEVELOPING.**
- **KODACHROME ADDITIVE** scene to scene printing.
- **EKTACHROME** developing.

in the East it's...

MOVIELAB

MOVIELAB BUILDING
619 W. 54th ST., NEW YORK 19, N. Y.
JUdson 6-0367

Foreign Films — Fact and Fancy

(*Continued from preceding page*)

that matter. was the enormous hit scored by the British "Private Life of Henry VIII" based on the good King's matrimonial misadventures. Incidentally, it had its American premiere at the Radio City Music Hall, which has still to show any of our current crop of foreign films.

The widespread distribution of European pictures in the U. S. collapsed with the coming of sound. It did not revive until immediately subsequent to the War when Joseph Burstyn and I imported "Open City," and two years later, "Paisan." Both of these masterpieces grossed close to a million dollars, approximately the equivalent of two million dollars in today's market. grossed it, I might add parenthetically, without 32 exchanges, 400 prints, or prurient colored foldup ads in national weeklies. Both pictures had some sexual connotations, but compared to such Code-approved Hollywood productions as "The Summer Place" or "The Best of Everything," they were the acme of propriety. Indeed, the present campaign to make it appear that complaints concerning the salacious content of films is primarily due to the salaciousness of foreign imports is as far-fetched as it is phony.

Product Shortage Left Vacuum

It must be granted, however, that the present revived interest in foreign films is probably due less to their boxoffice or artistic merits than to the decline in Hollywood production. Theatre owners, regardless of their own taste or that of their patrons, have had no recourse except to book foreign pictures occasionally if they wanted to keep their doors open. Approximately 650 houses play foreign pictures more or less regularly. This pitifully small segment of the total number of theatres in the U. S. constitutes the famous "art houses" about which so much balderdash has been written. Few of them care to play the pick of the foreign market, greatly preferring sexy films, if available. Few of them are highly profitable and few of them would not play choice American features if they could consistently obtain them.

The commercial distribution of foreign films has also benefited from substantial improvements in the process of dubbing. It is still an insult in most cases both to the eye and to the ear, but it is now accepted without too much disapprobation by audiences which formerly greeted it with raucous laughter.

Motion picture statistics are notoriously unreliable, but 585 foreign films were probably released in the U. S. in 1958. The rentals paid for them are reported to have amounted to a little less than fifteen million dollars, but at least five million of this was grossed by a handful of sensational Bardot films. Taking this into consideration, the average foreign film release netted for its importer approximately $17,000. It should be borne in mind, however, that close to 50% of the imports were Mexican and Chinese films shown only in insignificant foreign language houses. Even eliminating these, it is doubtful, however, if more than a very limited number of English and European films grossed over $25,000, which is scarcely enough to repay their original investment plus their distribution costs.

Imports of "Inestimable Value"

The importance of foreign films on the American scene and American screen should not, however, be underestimated. It cannot be measured in terms of boxoffice return or distributors' profit. Over the years these pictures have been of inestimable value in stimulating and fertilizing the minds and the methods of American picture directors, writers and producers. At the same time they have encouraged the receptivity of a small but influential segment of American audiences to new themes, new techniques and new points of view. What Eisenstein, Rene Clair, Lubitsch, Rossellini and a host of other foreign directors accomplished in the past is now being achieved by such men as Ingmar Bergman and Satyhayajit Ray. Moreover, there are a score of immensely talented young directors in the wings ready to take over leadership in the near future.

It is a safe prophecy that no one is going to get very rich importing foreign films. But there are other rewards as valuable as the financial—the rewards that arise from serving the film industry, the nation and the cause of worldwide understanding.

Congratulations

to

BEN ADLER

from

Bill Goldberg
Max A. Goldberg

Distributors

of

"TEMPEST IN THE FLESH"

PACEMAKER PICTURES, INC.

1790 Broadway
New York 19, New York
Plaza 7-5363

Congratulations

BEN ADLER

(Soon to be released)

"ANGRY ISLAND"

IN COLOR and CINEMASCOPE

•

BENTLEY FILMS INC.
37 WEST 57th ST.,
NEW YORK 19, N.Y.

GEORGE ROTH
PLaza 5-6845

CONGRATULATIONS BEN ADLER!...

for your excellent national advertising campaigns on our two current hits

ZENITH INTERNATIONAL

distributors of "The LOVERS"
and "The 400 BLOWS"

•

1501 BROADWAY NEW YORK 36, N.Y. CHickering 4-6235

TRANS-LUX DISTRIBUTING CORPORATION
625 MADISON AVENUE
NEW YORK 22, N.Y.

MIDWEST OFFICE
1314 SO. WABASH AVE.
CHICAGO 5, ILL.

WEST COAST OFFICE
1986 SO. VERMONT AVE.
LOS ANGELES 7, CALIF.

TELEPHONE
PLAZA 1-3110
CABLE ADDRESS
AMLUX NEW YORK
TWX NO.
N Y 1-3327

November 13, 1959

Mr. Ben Adler
1501 Broadway
New York 36, New York

Dear Ben:

All of us here at Trans-Lux extend our heartiest felicitations on your Thirtieth Anniversary in the motion picture industry.

Thank you for creating the national campaigns for our blockbuster attractions LA STRADA, THE CASE OF DR. LAURENT and our new release NUDE IN A WHITE CAR.

Sincerely,
TRANS-LUX DISTRIBUTING CORPORATION

Sidney Ginsberg

Sidney Ginsberg
Assistant to the President

SG:mg

LA STRADA





AND NOW... "NUDE in a WHITE CAR"



TRANS-LUX DISTRIBUTING CORPORATION

625 Madison Avenue
New York 22, N.Y.
Plaza 1-3110

CONGRATULATIONS

FILM REPRESENTATIONS INC.

251 WEST 42nd STREET • NEW YORK 36, N.Y.

LOngacre 3-1435

"ANATOMY OF LOVE"
"HE WHO MUST DIE"
"TOSCA"
"AREN'T WE WONDERFUL"

COMING
"HIS FIRST AFFAIR"

Congratulations

ARNOLD JACOBS

DOMINANT PICTURES CORP.

Exploiting the Exploitation Picture



Ben Adler, right, president of Ben Adler Advertising, consults with Sheldon Gunsberg, vice-president of Continental Distributing, Inc., and Herbert J. Leder, left, director of "Pretty Boy Floyd" on the national campaign for "Pretty Boy Floyd," to be released before the end of the year. Adler created the campaign and will handle distribution of the accessories

by HERBERT J. LEDER
Writer and Director of "Pretty Boy Floyd"

THE film-maker has two approaches to an audience. The most difficult one is to present a new film to an indifferent audience with an attempt to capture their imagination and interest. If this is done it can result in a box-office success. The other and easier approach is to create a film for an audience already predisposed toward a subject. This is termed an exploitation picture, where the moviemakers take advantage of a trend. While yesterday's trend was the horror film, today's is the gangster or crime story.

Under the name of Le-Sac Productions, Monroe Sachson and I decided to make an exploitation film on the current theme. Our subject was based on the one-time Public Enemy Number One, Pretty Boy Floyd. Our agreement called for Monroe to produce while I was to write and direct the screenplay.

An exploitation picture produced on a limited budget, is a challenge to everyone concerned in its making. The writer, for example, must concentrate on his characters rather than on spectacular sets and locations. Our central character was Pretty Boy Floyd, who at thirty years of age became a Public Enemy, he was treated not with sympathy but with a certain amount of understanding.

John Ericson was chosen to play the title role which has proved to be an excellent choice. The supporting roles were filled with new performers who displayed fresh and exciting talent. An original and thrilling musical score was written and conducted by Bill Sanford and Del Serino.

Continental Distributing, Inc., responded enthusiastically to the finished product and will be releasing it shortly. Continental expects it to equal their current outstanding success "Room at the Top."

The next important step was to find a man to fill the function of creating a compelling advertising campaign. The post was given to Ben Adler, a veteran of thirty years in the motion picture business and the foremost merchandiser of independent pictures. We felt that Adler would give our picture the right treatment, because of his record of highly successful national campaigns. His artistic approach and "punchy" copy would give our film the "major look" and thus insure us big box-office returns which is every moviemakers' goal.

Our Congratulations

BEN ADLER

for your National Campaigns

CALL GIRLS
•
THE SINS OF ROSE BERND
•
CONFESS DR. CORDA
•
THE LAST SENTENCE

PRESIDENT FILMS

1501 Broadway, New York 36, N. Y.
LAckawana 4-3552

LATEST

BARDOT

RELEASE

"CRAZY FOR LOVE"

Now Available

ELLIS FILMS

1501 BROADWAY

New York 20, N. Y.

LOngacre 3-5457

ANOTHER INDEPENDENT BIG MONEY PICTURE!



Pretty Boy Floyd

He got them all...with a smile...or a gun



STARRING
JOHN ERICSON

FEATURING
BARRY NEWMAN · ROY FANT · JOAN HARVEY · CARL YORK · PRODUCED BY MONROE SACHSON · WRITTEN & DIRECTED BY HERBERT J. LEDER

A LE-SAC PRODUCTIONS PRESENTATION · A CONTINENTAL DISTRIBUTING, INC. RELEASE

Produced by
MONROE SACHSON
Directed by
HERBERT J. LEDER
for
CONTINENTAL DISTRIBUTING, INC.
251 WEST 57 ST., NEW YORK, N. Y.
PLaza 7-2593

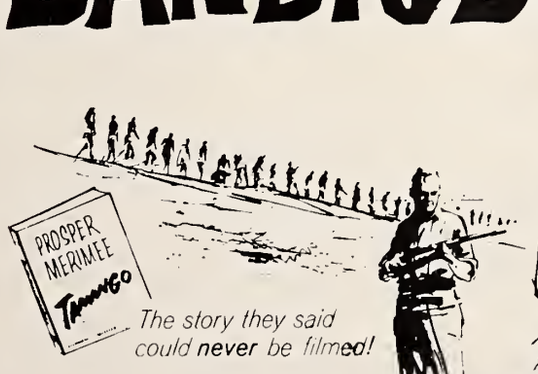
•

Thank you
BEN ADLER
for the
NATIONAL CAMPAIGN

Thanks BEN ADLER *it's still* GOING GREAT GUNS!

DOROTHY DANDRIDGE

CURT JURGENS



The story they said could **never** *be filmed!*

LOVE AND ADVENTURE AS **BOLD** AND **DARING** AS THE **CASTING!**



TAMANGO

a VITALITE Presentation

CINEMASCOPE
IN COLOR

THE GREATEST INDIAN FILMS
"Pather Panchali"
"Aparajito"
"The World of Apu"

THE GREATEST JAPANESE FILMS
"Rashomon"
"Gate of Hell"
"Ugetsu"
"Street of Shame"
"Golden Demon"
"Phantom Horse"

Set Up a Japanese Film Festival

For Immediate Booking Write or Phone

Edward Harrison
1501 Broadway
New York City
Tel.: La 4-1318

'Golden Age' Had Colorful Campaign

by ROBERT YOUNGSON

As this is written, "The Golden Age of Comedy," a cavalcade of the great silent comedies that made the Roaring Twenties roar with laughter is nearing the end of its second year of release in the United States—and its popularity at the boxoffice shows no sign of waning. By public demand, some theatres have rebooked it three and four times. Life Magazine devoted two full pages to it. Both Steve Allen and Jack Paar have plugged it on TV. Paar no less than four times. Fourteen U. S. critics included it in their lists of the ten best films of the year.

"The Golden Age" has played or is about to play in almost every free nation of the world. Its reception in England, Italy and Holland has been particularly enthusiastic. The French version, with a commentary by Rene Clair, is in its tenth record week on the Champs Elysees just two weeks ago, it set a new boxoffice mark in Bombay, India.

The success of "The Golden Age" is particularly satisfying to me because this picture is the result of a seven-year dream. It is also the result of screening and re-screening some 2,000 reels of film. Much of this mountain of material was previewed before invited audiences, so that their laughter could help me select the funniest episodes of all. It is these episodes, carefully edited and refaced, that make up the eight reels of "The Golden Age of Comedy."

The secret of "The Golden Age's" success lies, I believe, in this painstaking method of selection. Over the past two years, I have been repeating the process, screening some 2,500 newly uncovered reels to prepare a sequel entitled "When Comedy Was King" which will soon be ready for release.

All my efforts would have been in vain however, had there not been some way to let the public know that "The Golden Age" was not merely a few old films cheaply strung together but something special. Ben Adler provided the answer to this problem. His ads, his posters and accessories and his press book gave "The Golden Age" just the kind of colorful, explicit, high grade exploitation it needed.

CONGRATULATIONS
TO
BEN ADLER
ADVERTISING SERVICE

QUALITY ELECTROTYPE CORPORATION
ELECTROTYPES STEREOTYPES
PLASTIC PLATES AND MATRICES
250 W. 54th St., New York 19
Tel. Circle 5-7602

ASTRAL FILMS LTD.
TORONTO, CANADA
•
Distributors of
EUROPEAN MOTION PICTURES
•
ASTRAL FILMS LTD.
IZZY ALLEN
JERRY SOLWAY
OFFICES IN ALL EXCHANGE CENTERS

RAOUL J. LEVY
SALUTES
BEN ADLER
AND THANKS HIM FOR HIS NATIONAL CAMPAIGNS ON
"AND GOD CREATED WOMAN"
"NIGHT HEAVEN FELL"
"LOVE IS MY PROFESSION"

GOOD LUCK
To
BEN ADLER
On His 30th Anniversary In The Motion Picture Industry
•
RITEWAY PHOTOPRINT COMPANY
1465 BROADWAY
NEW YORK 36, N. Y.
PE 6-4895

Now in release —

"CARRY ON SERGEANT"
"THE INCREDIBLE PETRIFIED WORLD"
"TEEN AGE ZOMBIES"

Coming —

"A SERIOUS CHARGE"

"THE DEVIL'S PARTNER"

AND

VITTORIO DE SICA — TOTO — ABBE LANE

IN

"THE LADY DOCTOR"
(TENTATIVE TITLE)

GOVERNOR FILMS INC.

375 PARK AVENUE
NEW YORK 22, N.Y. PLaza 3-6216

DAVE EMANUEL **ARTHUR KERMAN**

BARNETT INTERNATIONAL FORWARDERS, INC.

543 WEST 43rd Street, New York

CABLE "BARINTFOR, N.Y."

•

INTERNATIONAL SHIPPING AGENTS AND CUSTOMS HOUSE BROKERS.

•

SERVING THE SPECIAL IMPORT REQUIREMENTS OF THE MOTION PICTURE INDUSTRY SINCE IT STARTED

•

Offices and agents:

New York, Hollywood, Principal World Cities

CONGRATULATIONS TO

BEN ADLER

FROM

RICHARD GORDON

★ ★ ★ ★

Coming in 1960

"LAILA"

(Wide-Screen Color)

A spectacular adventure filmed in the land of the Midnight Sun

"CRIME AFTER SCHOOL"

True-Life Drama of Teen-Agers in Trouble!

•

GORDON FILMS, INC.
1501 BROADWAY, NEW YORK 36, N. Y.
Telephone: LAckawanna 4-1470-1

CONGRATULATIONS to

BEN ADLER

For A WONDERFUL National Campaign On

"AREN'T WE WONDERFUL"

Whiplashes The Screen With Its Basic Truths

FRED GOLDSMITH
FILM ALLIANCE CORP.
527 Lexington Avenue
New York 17, N. Y.
PLaza 5-2192

SANFORD W. WEINER
FILM REPRESENTATIONS INC.
251 West 42nd Street
New York 36, N. Y.
LOngacre 3-1435















AN AMERICAN IN SALZBURG

A Gay, Light-Hearted Musical, Abounding in Color, Chuckling Humor and Romance — Unpredictable in Story Development

In Beautiful AGFA Color

AMROPA

Starring **MARGIT SAAD** and **BRUCE LOW** Produced by **C. W. TETTING** From the Navel by **RUDOLF ANDERL**

English Adaptation and Production by **JONAS P. LENKTAITIS** Directed by **HELMUT WEISS** Music by **HERBERT JARCZYK**

An **AMROPA PICTURES Ltd.** Release. Telephone: Oxford 7-9765 New York Member of **IFIDA**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 102 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 25, 1959 TEN CENTS

Nationwide

Compo Drive On Minimum Wage Begins

Will Seek to Block Inclusion of Theatres

A nationwide campaign is being undertaken by Compo against a proposed extension of the Federal minimum wage law to include employees of theatres, it was announced yesterday by Charles E. McCarthy, Compo executive secretary.



Charles McCarthy

The extension is recommended in a report made to the Senate Labor and Welfare Committee by a subcommittee which held hearings last spring on revision of the Wage-Hour Act. Amendments proposed by the subcommittee would

(*Continued on page 4*)

Pinanski Renamed TOA Compo Representative

Reappointment of Samuel Pinanski of Boston as Theatre Owners of America's representative to Compo, was announced yesterday by Albert M. Pickus, new president of TOA. Pinanski has for many years been a member of the governing triumvirate of Compo, along with Ben Marcus of Allied

(*Continued on page 6*)

Para. East, Southeast Sales Meeting Ends

Paramount Pictures yesterday concluded a two-day meeting here of its East and Southeast division and branch managers on forthcoming product. The conclave, under the direction of George Weltner, vice-presi-

(*Continued on page 6*)

TELEVISION TODAY—page 6

Catholic Bishops Urge Joint Effort In Drive for Decency in Films

From THE DAILY Bureau

WASHINGTON, Nov. 24.—Current trends in the motion picture field dictate a common religious effort for decency, a bishop spokesman for the Legion of Decency said in a statement released today.

Bishop James A. McNulty of Paterson, N. J., emphasized a common front in his report to the American Catholic hierarchy. He is chairman of the Episcopal Committee for Motion Pictures,

(*Continued on page 5*)

Youngstein Receives Human Relations Award

By SAUL OSTROVE

(Picture on page 2)

Max Youngstein, United Artists vice-president, yesterday renewed his pledge to fight bigotry on every level of American life, before 350 film industry and civic leaders gathered at a luncheon in his honor at the Astor Hotel.

"Today I only received the award. It is my fond hope that some day I will have earned it," Youngstein said, referring to the award citing him for

(*Continued on page 2*)

MPA Appoints Group On 'Oscar' Telecast

Barney Balaban and A. Schneider were appointed chairmen of a Motion Picture Association committee to work with the West Coast committee in charge of the Academy Awards telecast, it was announced here yesterday following a meeting of the MPA board.

Also on the committee are Alex Har-

(*Continued on page 6*)

Reade Urges Canada Push Film Production

From THE DAILY Bureau

TORONTO, Nov. 24.—Canadian exhibitors were urged to do all they can to stimulate film production in their country to meet the product shortage by Walter Reade, Jr., president of Reade Theatres, Inc., at the annual meeting of the Motion Picture Theatres Association of Ontario here yesterday.



Walter Reade Jr.

"We have to do more than just rely on established producers and distributors

(*Continued on page 3*)

Float Tour, G.E. Tie-In Highlight '1001' Drive

Columbia Pictures will lower the publicity boom for UPA's "1001 Arabian Nights," Mister Magoo's first full-length comedy, in Philadelphia tomorrow, Robert S. Ferguson, Columbia's national director of advertis-

(*Continued on page 6*)

Rossellini Picture Scores Five 'Firsts' At Frisco; U.S., Mexico Films Cited

Special to THE DAILY

SAN FRANCISCO, Nov. 24.—Italy's "Il Generale della Rovere," the Roberto Rossellini film starring Vittorio De Sica, made a clean sweep at the third annual San Francisco International Film Festival, it was announced today by festival managing director Irving M. Levin.

Five "Golden Gate Awards" were bestowed by the judges upon the film that has brought Rossellini's film making reputation back to its post-World-War II position.

"Il Generale" shared the Golden Lion of St. Mark top prize at the 1959 Venice festival. In the San Francisco Festival the picture was judged "best" in five categories—Motion Picture, Director, Actor, Supporting Actor and Screen Play.

De Sica, playing the role of a swindler turned patriot, received the acting plaudits, while Hannes Messemer, in the role of the Nazi officer, was

(*Continued on page 3*)

Options OK'd

AB-PT Profits Running Well Ahead of 1959

Goldenson Says TV Income Now Outstrips Theatres'

With estimated net profit of American Broadcasting-Paramount Theatres for the first nine months of 1959 26 per cent ahead of the corresponding period last year, and with earnings for the final quarter running "substantially ahead" of a year ago, the company's 1959 earnings will show improvement over 1958, AB-PT stockholders were told by Leonard Goldenson, president, at a special meeting at the home office yesterday.



L. H. Goldenson

The meeting voted approval of a re-

(*Continued on page 6*)

Would Consider Film Financing: Goldenson

American Broadcasting - Paramount Theatres will "consider" a reentry into theatrical film production in the event the "right sort of project" presents itself, Leonard Goldenson, president, said yesterday in reply to re-

(*Continued on page 6*)

'Ben-Hur' Gets Special Legion Endorsement

The National Legion of Decency announced yesterday that it has placed the MGM film, "Ben-Hur," in its "A-1" classification (morally unobjectionable for general patronage) with the following recommendation: "As wholesome entertainment on an unusually high level of achievement, this film is recommended to the patronage of the entire family."

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, has arrived in New York from the Coast. He will leave here shortly for Cuba and other Caribbean countries.

•

LEON ROTH, president of the Mirisch Co., will return to Hollywood at the weekend from New York.

•

C. J. LATTA, managing director of Associated British Pictures Corp., and MACGREGOR SCOTT, director and general manager of Associated British Pathe, are in New York from London.

•

SIDNEY KRAMER, director of foreign distribution for NTA, will leave Hollywood at the weekend for New York.

•

CHARLES ISENBERG, West Coast story editor for Drexel Pictures, will arrive in New York on Monday from Hollywood.

•

NATHAN MILGRIM, associated with David Milgrim Theatres, Philadelphia, is hospitalized at Einstein Medical Center, Northern Division, in that city.

•

SOL KRIM, theatre owner of Detroit, has left there for a one-month vacation in Florida.

•

RAY EDWARDS, sales representative for Howco Films, Atlanta, is hospitalized there for surgery.

•

EDMUND GRAINGER, producer, and ANTHONY MANN, director of M-G-M's forthcoming "Cimarron," have left Hollywood for shooting location at Tucson, Ariz.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Thanksgiving Day.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE



MAX E. YOUNGSTEIN, United Artists vice-president (center) receives the Human Relations Award of the Motion Picture Division of the Joint Defense Appeal from Harry Brandt (left) president of ITOA, at the industry luncheon honoring Youngstein yesterday. At right is Solomon M. Strausberg, board chairman of MMPTA and JDA luncheon chairman.

Doris Day Is Allied 'Female Star of Year'

Special to THE DAILY

MILWAUKEE, Nov. 24. — Doris Day was named "Top Female Star of the Year" today by the Allied States Association of Motion Picture Exhibitors. Ben Marcus, general convention chairman of the Allied group, announced here that Miss Day had won the honor following a secret poll taken among the exhibitor membership. The award was based on the actress' "outstanding contribution and excellent entertainment performances in 1959, and most recently in the current motion picture, 'Pillow Talk'."

Yesterday Rock Hudson, who co-starred with Miss Day in the film, was awarded the "Star of the Year" Award by the same group of exhibitors. Marcus said that the actress will be given the award trophy at the banquet climaxing the association's convention next month at the Eden Roc Hotel in Miami Beach.

Big Magazine Campaign Promotes 'Petticoat'

An extensive national magazine advertising budget has been allocated by Universal-International for its campaign on "Operation Petticoat," which will be comparable in every respect to the magazine campaigns on "Imitation of Life" and "Pillow Talk," David A. Lipton, vice-president, announced yesterday.

Aimed at capturing all segments of today's audiences, ads have been placed in 18 national magazines having a combined circulation of nearly 30 million and a readership in excess of 104 million, he said.

Krim in Group Planning Luxury Hotel in Tahiti

From THE DAILY Bureau

HOLLYWOOD, Nov. 24. — Mac Krim, member of the Detroit theatre family, and of late active in real estate development here, is a member of a syndicate which on Dec. 1 will begin construction of a 200-room luxury hotel in Papeete, Tahiti.

Krim is associated in the $1,500,000 project with promoter Bruce Jones, and investors Larry Doheney, Larry Pringle and Calvin Helgo, who are reported to be putting up $1,000,000, with a French syndicate supplying the balance.

The new hostelry plans to offer special inducements to production companies seeking South Seas locations, and to vacationing Hollywoodites and other professionals.

Fox To Use Comics In 'Journey' Campaign

A national comic book promotional campaign aimed at reaching 1,500,000 movie-goers between 8 and 16 has been set by 20th Century-Fox and Dell Publishing Co. for "Journey to the Center of the Earth," Edward E. Sullivan, 20th-Fox publicity director, has announced.

A network of 200,000 dealerships and outlets in 50 states will distribute the specially-created comic book which features in pictures the Jules Verne tale of mystery and adventure.

'Abner' Here Dec. 11

Paramount's "Li'l Abner" will open Friday, Dec. 11, at the Roxy Theatre, as the Christmas holiday attraction.

Youngstein

(*Continued from page* 1)

his "distinguished community services and outstanding leadership in the advancement of human rights causes."

The Human Relations Award, presented to him by Harry Brandt, president of the Independent Theatre Owners of America, was made by the Motion Picture Division of the Joint Defense Appeal.

Youngstein's "aggressiveness and vision" as a former president of the Cinema Lodge of B'nai B'rith and a member of several other civic and philanthropic organizations, was cited during presentation of the award.

Arnold Forster, general counsel of the Anti-Defamation League and national director of the League's Civil Rights Division, warned his audience not to be "lulled into a false sense of security."

"While great strides have been made in providing a climate of racial and religious understanding, there is still a vital need to wipe out pockets of prejudice which still exist in many areas of American life," Forster said.

Solomon Strausberg, president of Interboro Theatres, Inc., was toastmaster at the luncheon. Among those seated with him at the dais were Barney Balaban, Robert S. Benjamin, Brandt, Forster, William J. German, Leon Goldberg, Irving H. Greenfield, Arthur B. Krim, Rabbi Moshay F. Mann, Eugene Picker, Burton Robbins, Sam Schneider, Al Schwalberg, Leslie Schwartz, Sol Schwartz, Adolph Schimel and Robert M. Weitman.

The Joint Defense Appeal is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League. Both groups support a program devoted to combatting bigotry, safeguarding human rights and promoting interfaith harmony.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

'Ben-Hur' Is Reported N. Y.'s 'Hottest Ticket'

With capacity at every performance, "Ben-Hur" has become the "hottest ticket" in New York as the Loew's State box-office has been deluged with ticket-buyers and mail orders, M-G-M said yesterday. To meet the demand, the box-office has assigned three treasurers to work from 10:00 A.M. to 9:00 P.M., while two others are upstairs at 1540 Broadway handling the mail orders.

In addition to the individual sales through the windows the Broadway ticket brokers are placing big orders. On Monday alone, they bought $8,400 worth of tickets. The lines outside the Loew's State box-office have averaged 40 people with the noon-hour crowds reaching 100 or more.

Mrs. Cohen Dies; First U. S. Woman Manager

Services will be held at Riverside Chapel here today for Mrs. Emma Cohen, mother of Milton Cohen, United Artists Eastern and Canadian division manager, who died Monday at the age of 79.

Mrs. Cohen was the first woman theatre manager in the United States, operating Universal's first-run Casino Theatre in Chicago from 1916 to 1921. Active in many philanthropies, she was a director of the Home and Hospital of the Daughters of Israel and member of the Women's League of Israel. She was the wife of Henry Nathan Cohen, who died in Los Angeles in 1914.

Survivors, in addition to her son, are a sister, Mrs. Toby Rubin of Los Angeles, and a brother, Morris Hellman, of Chicago.

Kamber Forms Public Relations Firm Here

Bernard M. Kamber has taken over the Hecht-Hill-Lancaster offices here and formed the Bernard M. Kamber Organization, a public relations firm specializing in sales promotion and publicity. Kamber, who was president of the William Service Company, a Hecht-Hill-Lancaster subsidiary, has been in charge of their New York operation for six years and was worldwide director of H-H-L's advertising and publicity department.

He will continue to be the overall representative of H-H-L in the distribution and promotion of the company's product now in release as well as their completed films scheduled for United Artists release early next year.

Lamas and Schwalberg Form New Company

Fernando Lamas and A. W. Schwalberg, chairman of Citation Films, Inc. and formerly president of Paramount Film Distributing Company, have formed Bandera Productions, Inc., with offices here. The new company will produce "Stiletto," with the screenplay by Harold Robbins, based on his forthcoming novel. Lamas will star in the picture and will also function as executive producer.

San Francisco

(*Continued from page* 1)

given the "Best Supporting Actor" accolade. Writers Sergio Amidei, Diego Fabri and Indro Montanelli, who worked with Rossellini on his famous "Open City," were rewarded for the Best Screen Play.

The United States and Mexico shared honors in the remaining feature film classifications.

"The Race for Space" compilation of the factual footage from both United States and Russia made by Hollywood's David L. Wolper, received the "Colden Cate Award" as the Best Documentary Feature.

A special award was made by the festival jury for the film "Santa Claus" from Mexico. This color fantasy was declared the Best International Family Film.

In the short film classifieation, honors were scattered among the United States, Czechoslovakia, Creat Britain, Yugoslavia and India. They were:

Best Animated Film, (Yugoslavia) "A Cow on the Moon"; Best Art Film, (India) "Radhakrishna"; Best Creative-Experimental Film, (Czechoslovakia) "Spontaneous Movements of Plants"; Best Documentary Short Subject (United States) "Skyscraper"; Best Fiction Short, (Great Britain) "Running, Jumping, Standing Still."

No awards were given for best actress or supporting actress. There was no outstanding performance by any female player in all of the films entered, in the opinion of the judges, who were Barnaby Conrad, San Francisco author; Edward Dmytryk, Hollywood director, and John McCarten, the *New Yorker Magazine* film critic.

Awards were presented tonight at an awards ball, jointly sponsored by the San Francisco Festival and the American Association for the United Nations, in the Sheraton Palace Hotel.

Entertainers Federation Abroad Is Contemplated

Richard F. Walsh, president of the I.A.T.S.E., will leave here today for Brussels, Belgium, to attend a conference which is expected to result in the organizing of an International Entertainment Workers Federation. Also participating in the gathering, scheduled for Dec. 10, will be Herman D. Kenin, president of the American Federation of Musicians, and representatives of the various actors' groups in this country.

Delegates from various other parts of the world, including Sir Tom O'Brien, secretary of the British National Association of Theatrical and Kine Employees, likewise have accepted invitations. Sponsors of the new organization see it as a means of promoting mutual security for employees of the amusement industry in non-Communist countries around the globe. It will be formed as a secretariat under the auspices of the International Confederation of Free Trade Unions, which also is scheduled to convene in Brussels. Walsh will be a delegate at the I.C.F.T.U. Congress, representing the AFL-CIO, of which he is a vice-president.

Reade in Canada Plea

(*Continued from page* 1)

to give us new product," Reade said. "We are in a business with a limited number of suppliers."

He said he felt that production in Canada could be put on a paying basis.

The theme of Reade's speech was a "call to arms" to exhibitors to take a more active part in solving the problems of the industry. "We have to do more than bicker and complain," he declared.

Reade suggested also that exhibitors take the initiative in a research program to improve the techniques of film presentation.

Reade invited the MPTOA to consider affiliation with Theatre Owners of America.

In the election of officers which followed David Axler was made president; B. G. Markell, vice-president; Jack Clarke, treasurer; and Lou Consky, secretary. Arch Jolly continues as executive secretary. Honorary life memberships were given Morris Stein and Nathan A. Taylor.

By Richard Brandt

The article on the aims and purposes of the Independent Film Importers and Distributors of America, Inc., which appeared in yesterday's special issue of MOTION PICTURE DAILY, was written by Richard Brandt whose picture appeared at the head of the story. His by-line was inadvertently omitted.

See Court Backing Censorship Drive

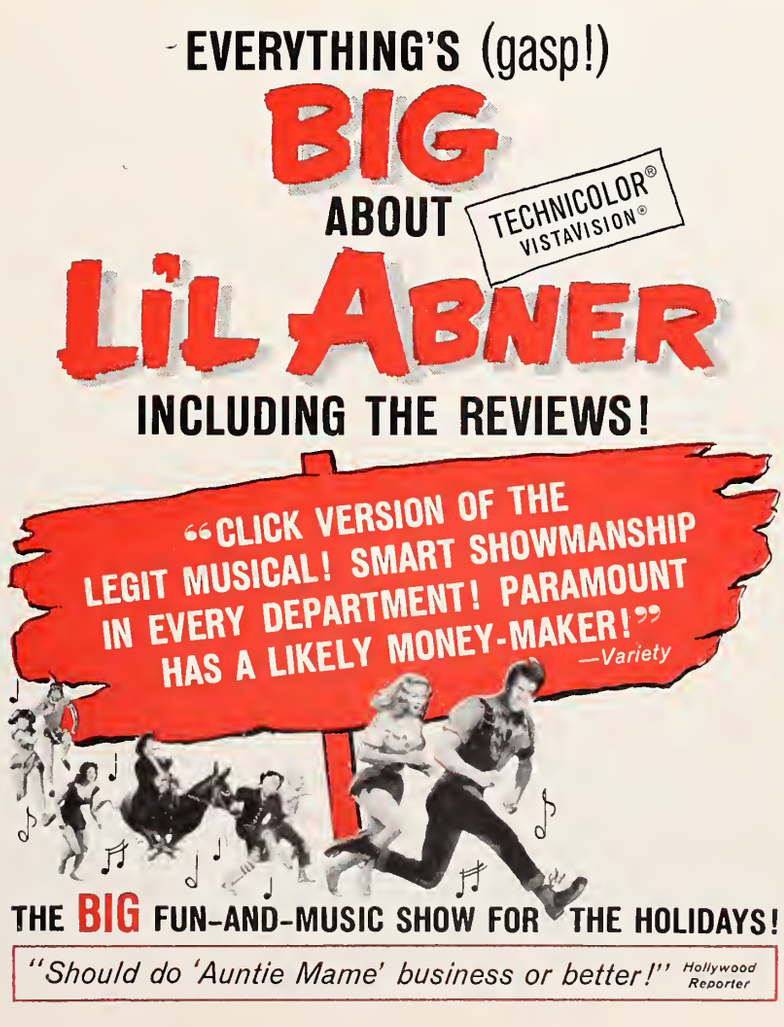
The Motion Picture Association feels it has the backing of the U.S. Constitution and Supreme Court in the drive it is mapping for an all-out offensive against state censorship of films, an MPAA spokesman said yesterday.

In the 1952 decision in the case of "The Miracle," he pointed out, the court put motion pictures in the same category as the press in regard to the constitutional guarantee of freedom of expression. Yet in the past legislative year an unprecedented number of 21 motion picture censorship bills was introduced in 10 state legislatures.

The drive is to be led personally by Eric Johnston, MPA president, and several specific forms of attack are now being studied.

One is the possibility of going into a state which now has a film censorship law and fight for repeal of the law. Five states—Maryland, Virginia, Kansas, New York and Pennsylvania —have such laws now.

MPAA would select a state which has a referendum procedure, the spokesman said, and would try to have the question of censorship brought up for referendum vote of the people. He recalled that this was done in Massachusetts in 1923, with an overwhelming victory for the industry.



Theatre Benefit Nets $5,000 For Injured School Gridder

Special to THE DAILY

MINNEAPOLIS, Nov. 24.—Through the combined efforts of R. W. Favaro, 20th Century-Fox regional advertising - publicity director, Minneapolis, and the management of the Gopher Theatre, downtown Loop house, $5,000 was raised to help restore the health of Corky Roehl, North High School athlete, who was seriously injured in a football game with Southwest High.

The benefit took the form of a preview showing of "Hound Dog Man," at which all patrons were requested to donate $2.50 each to the Corky Roehl Fund.

Premiere Festivities For Todd Film Slated

Special to THE DAILY

CHICAGO, Nov. 24. — Michael Todd, Jr.'s "Scent of Mystery," first picture in Smell-O-Vision, will open at the Todd Cinestage Theatre here on Wednesday, Jan. 6. Premiere festivities will include a cocktail party starting at 3:00 P.M. that day followed by the evening premiere, and a champagne supper at the Ambassador East starting at midnight.

Elizabeth Taylor, who plays a role in the film, will be on hand to greet editors and entertainment celebrities.

Compo Drive on Minimum Wage Open

(*Continued from page* 1)

establish a minimum wage of $1 an hour for all employees of retail establishments, including theatres. Theatres are not now included in the Federal wage-hour act. The minimum rate would go into effect 18 months after the effective date of the proposed amendments.

No overtime pay would be provided, according to the proposed amendments, for employees in enterprises with less than $750,000 annual gross sales, but employees in concerns grossing more than $750,000 annually would be entitled to a schedule of mounting increases in hourly wage and coincidental decreases in their hours of straight employment.

Outlines Schedule

This schedule, McCarthy pointed out, would be as follows: First year, $1 an hour minimum wage for a maximum of 46 straight time hours; second year, $1.10 for a maximum of 44 hours; third year, $1.20 for a maximum of 42 hours; and fourth year, $1.25 for a maximum of 40 straight employment time.

McCarthy declared that, according to the best available information, there are 31 states which have no minimum wage laws applying to theatre employees. Of these the following 23 states have no effective minimum wage law: Delaware, Michigan, West Virginia, Oklahoma, Mississippi, Texas, Florida, Tennessee, Kansas, Alabama, Illinois, Maryland, South Carolina, Missouri, Nebraska, Indiana, Virginia, Georgia, Louisiana, Montana, Iowa, Arkansas and South Dakota.

Eight states that have no amusement order under existing law include New Jersey, Colorado, Pennsylvania, Arizona, Ohio, Utah, North Dakota and District of Columbia.

Most States Have Exemptions

Of the 18 states that have minimum wage laws affecting theatres nearly all have numerous exemptions. In six of these states the law applies only to women and minors. These are California, Minnesota, Oregon, Wisconsin, Washington and Kentucky. In these six states lower minimum rates are provided for minors or in small towns. In Nevada the law applies to female employees only.

In the 11 states in which the state minimum wage laws apply to "all workers," all except Idaho and Massachusetts exempt students or have a lower minimum for ushers and candy girls. North Carolina has a 75 cents-an-hour minimum, but exempts ushers, candy girls, cashiers and doormen.

With the exemptions as noted, the $1-an-hour rate prevails in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York (effective March 1, 1960), Nevada and California.

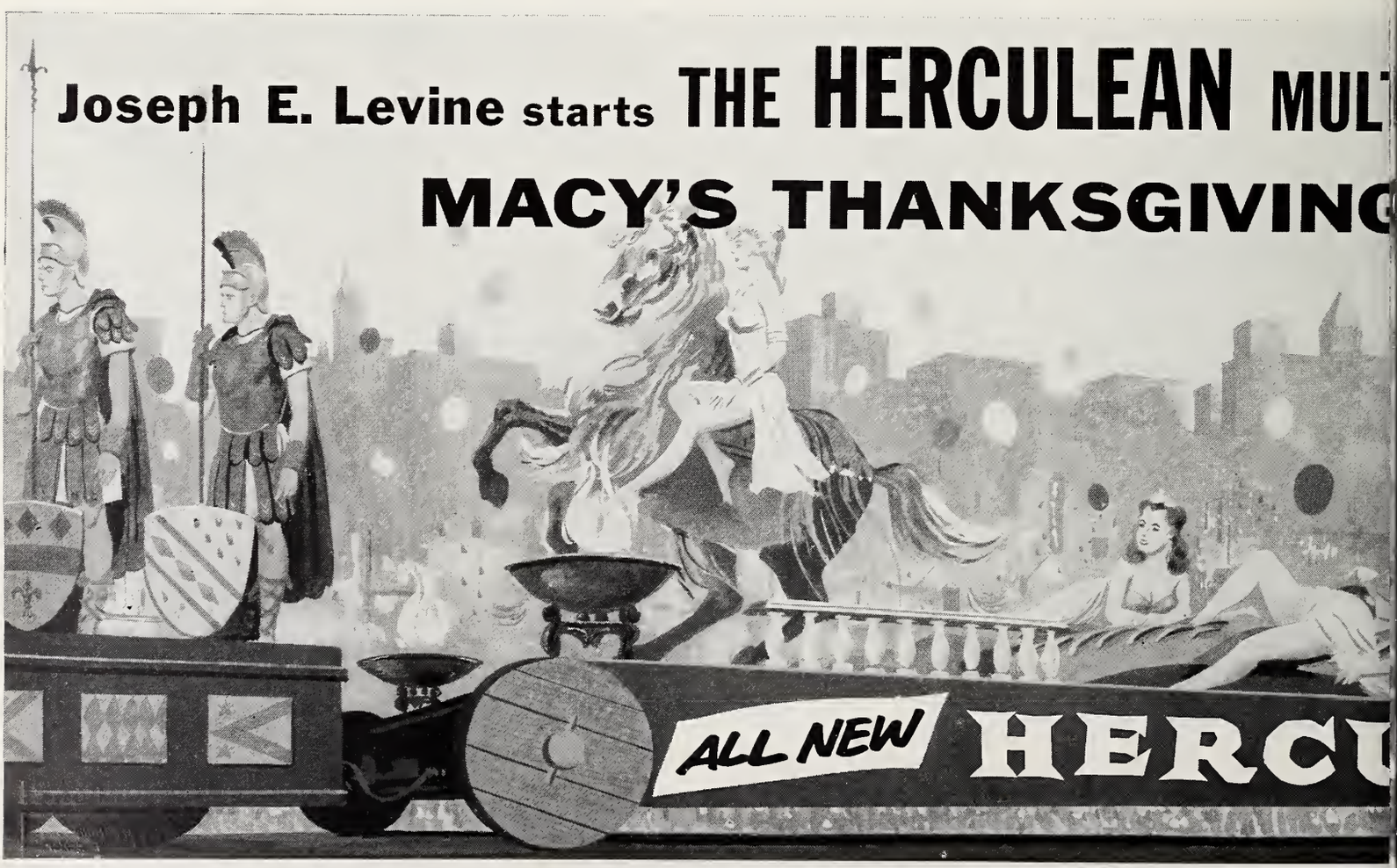
Of those states with a minimum wage law affecting theatres, the following, with the exemptions alre noted, have minimum wage rates follows: New Mexico, Idaho, Wy ing. Oregon and North Carolina, cents; Minnesota, 85; Washington, and Kentucky, 50 cents.

National Operating Group Set

McCarthy said that a national erating committee was being forn and that committees would be est lished as quickly as possible in states and Congressional distri This was the procedure followed Compo's successful campaigns for duction of the Federal admission

New Plastic Records Introduced by Rank

A new type, low cost, high fide record, less than one-eighth weight and thickness of conventio records, will be produced in this co try by a combine of British, Fre and American companies, it was nounced yesterday. The records be produced by Rank Audio Plast a division of Rank Records of Ameri Inc. The J. Arthur Rank motion p ture group and the Librairie Hachet one of the largest publishing organi tions in the world, own the new co pany. Consolidated Litho Corp., Ca Place, Long Island, was licensed be exclusive United States manuf turer.



egion Report Called ndustry 'Endorsement'

From THE DAILY Bureau

WASHINGTON, Nov. 24.—The anual report of the National Legion of ecency is a signal endorsement of the andards of decency maintained in ms by the American motion picture dustry, Ken Clark, vice-president of e Motion Picture Association of merica, said today.

"The Legion of Decency finds that 5% of Hollywood's films are morally objectionable for some age brackets the American audience," Clark said. Therefore six out of seven Hollywood ms fall in this category. The Legion d not condemn a single American m.

"The Legion's report demonstrates hat we know from our own Produc-on Code operation—that, contrary to casional ill-informed charges, there rtainly is no trend toward indecency American films. The actual report the National Legion of Decency peaks unmistakably on this point.

Increase Less Than 1%

"It is also significant and note-orthy that the Legion finds that less han 15% of Hollywood's motion pic-ures are, in fact, morally objection-ble even in part for all. The year's in-rease in the category of partly ob-ctionable films was less than 1%, ccording to the report. To be precise was only 66/100ths of 1%.

"This impressive record is above all se a tribute to the sense of public re-sponsibility of Hollywood producers in making films for America and for millions of movie goers throughout the world."

Bishops in Plea for Joint Effort

(*Continued from page* 1)

Radio and Television, which supervises the work of the Legion.

The report was given at the annual bishops' meeting in Washington last week. A Legion official said later that joint action among Catholics, Protestants and Jews could take a form similar to the Citizen's Committees for Decent Literature. These are community and state groups across the nation which seek by court action and influencing of public opinion to combat obscenity in literature and the mass communications media.

The Legion official said his group welcomed recent Protestant criticism of sex and violence in motion pictures as a sign of reactivated interest in a common cause.

Emphasizes 'Right of Youth'

In his report, Bishop McNulty said that "cooperation of Catholics and non-Catholics in a common effort in the cause for decency and morality is dictated by certain elements which have arisen in the production, exhibition and advertising of entertainment films." He stressed the danger to the young and "the right of youth to its moral integrity."

"It is to be regretted," he said, "that many of the morally unacceptable films, produced and intended for juvenile audiences, have received the approval of the organized motion picture industry of this country. The advertising of these films can have serious moral effect upon the uninformed and impressionable youth of our land."

Scanned 280 in Year

During the year the Legion of Decency reviewed and morally classified a total of 280 pictures, of which 233 were domestic and 47 from abroad.

Of domestic films, 63 (27.04%) were unobjectionable for general patronage; 82 (35.19%) were approved for adults and adolescents; 53 (22.75%) received an "adults only" classification; 34 (14.59%) were objectionable. None were condemned.

Of foreign films, seven (14.89%) were approved for all; nine (19.15%) were restricted to adults and adolescents; fifteen (31.92%) were limited to adults; nine (19.15%) were objectionable, and seven (14.89%) were condemned.

One Separate Classification

One film, domestically produced, was separately classified. A separate classification is given to certain films which, while not morally offensive, require some analysis and explanation.

Last year the Legion reviewed 323 pictures, of which 280 were American and 43 were foreign. Thirty-nine (13.93%) of the American were objectionable. None were condemned. Twelve foreign films (27.91%) were objectionable. Five (11.63%) were condemned.

The Episcopal committee expressed its gratitude to the Motion Picture department of the International Federation of Catholic Alumnae for 25 years of service to the Legion in classifying films.

It was also announced that Bishop Hubert M. Newell, of Cheyenne, Wyoming, had completed his term on the committee. Bishop James V. Casey of Lincoln, Nebraska, was elected to succeed him.

Other committee members are Bishop Lawrence J. Shehan of Bridgeport, Conn., John King Mussio of Steubenville, Ohio, and Auxiliary Bishop Alden J. Bell of Los Angeles.

Showman 'Renaissance' Is Noted in Midwest

An encouraging "renaissance" of showmanship is evident among many of the newer and younger exhibitors in the Midwest, Jonas Rosenfeld, Jr., Columbia executive in charge of advertising and publicity, said here yesterday.

Rosenfeld, who this week concluded a tour of seven major Midwestern exchanges, said results of recent campaigns indicate that more imaginative exploitation is increasing grosses in that area. Rosenfeld visited exhibitors in Minneapolis, Des Moines, Kansas City, Detroit, Milwaukee, St. Louis and Indianapolis.



Self-Regulation By TV Urged By Goldenson

In connection with the current investigations of television, it is AB-PT's feeling that whatever may develop "self discipline on the part of the broadcasting industry, rather than government regulation, would provide the most desirable approach to the problems that have been recently highlighted," Leonard Goldenson, president, told a special meeting of AB-PT stockholders here yesterday.

"Meanwhile," he said, "your management is taking whatever steps are necessary to protect the integrity of our programming."

AB-PT Profit

(*Continued from page* 1)

stricted stock option plan previously approved by directors. The plan provides for issuance of 350,000 shares of AB-PT common to key officers and employes as designated by the board, no option to exceed 25,000 shares, except in the case of the chief executive officer, who is entitled to purchase 50,000 shares. The purchase price is to be not less than 95 per cent of the market value of the stock on the date of granting the option.

Initial options have been granted in the following amounts: Goldenson, 50,000 shares; Edward L. Hyman, 2,500 shares; Sidney M. Markley, 2,500 shares; James G. Riddell, 3,000 shares; Simon B. Siegel, 15,000 shares; Oliver E. Treyz, 15,000 shares; Thomas W. Moore, 8,000 shares; William P. Mullen, 5,000 shares, and Frank L. Marx, 5,000 shares.

No determination has yet been made of the granting of options on the remaining 167,250 shares.

Stockholders approved the plan by a vote of 3,123,238 to 192,971.

No Opposition Expressed

There was no vocal opposition to the plan at the meeting although one shareholder suggested that an increase in the dividend in advance of "a second round of benefits for the officers" might be desirable.

Goldenson said every consideration will be given to an increased dividend payment "at the proper time."

Replying to another stockholders's inquiry, Goldenson said he had no intention of selling his stock.

Coldenson said theatres now are second to television as income producers for AB-PT, but noted that "the motion picture business is still very substantial despite the transitional forces in effect during the last decade. He also reported that AB-PT's theatre business for the first nine months of 1959 is ahead of the same 1958 period and based on business to date in the current quarter "we anticipate that overall 1959 will be a better year for us as well as for the industry."

He said AB-PT will continue to dispose of unprofitable theatres and feels that those which it ultimately retains "should continue to show a good return."

Cites TV Gains

He reported substantial gains in ABC-TV operations and voiced optimism for the development of international television which, he said, "should become a working reality in the next five or ten years."

Goldenson also reported good progress in AB-PT's record business and said its interests in electronics, amusement centers, including Disneyland, and the proposed purchase of Prairie Farmer Publishing Co.

EAST COAST PRODUCTION
EDITORIAL AND TECHNICAL SERVICES
R FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION
JOSEPH JOSEPHSON Circle 6-2146
45 West 45th St. New York 36

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FOR THE NEXT few weeks Walter will be Slezak-ting all over the place: After his performance tonight in "The Gypsy Baron" at the Metropolitan Opera House, he'll start rehearsals for 12 live TV'es, "My Three Angels" slated for CBS Dec. 8 and "The Hallmark Christmas Festival" on NBC, Dec. 13. And all this time his latest flicker, "The Miracle" is thrilling thousands more at the Radio City Music Hall. . . . When Bert Lahr CBStars in the title role of "Mr. O'Malley," Sunday, Dec. 20 in the "General Electric Theatre" TV series, it will mark that sponsor's first colorcast in its six years on the nets. Program is based on the famous Crockett Johnson comic strip. . . . Early balloting in the Sylvania Television Awards, which will be announced January 11, indicate that Budd and Stuart Schulberg's TVersion of Budd's original, "What Makes Sammy Run?" Larry Blyden and John Forsythe, both featured in "Sammy," are well in the van for multi honors. In the Light Musical category the race appears to be between "A Toast To Jerome Kern" (NBC) and "The Bing ABCrosby Show.". . . With Ed Sullivan, founder and first prexy of Academy of TV Arts & Sciences presiding, Dr. Frank CBStanton will address a meeting of the organization at a luncheon skedded for Thurs. Dec. 3 at the Waldorf-Astoria. . . . Harry Tsakas, owner of the (Gotham) Eden Roc Club and comic Alan King were talking about a w.k. Broadway romance. "I always thought," said Harry, "that they were close as pages in a book." "They are," was King's rejoinder, "close like pages 10 and 840.". . . To hypo teevee activity there, George Maran has switched to Mercury Artists. . . . CBS Program TVeep Mike Dann, back from a quick flight to London in connection with the upcoming "Person-to-Person" appearance of Anthony Eden.

'Oscar' Show

(*Continued from page* 1)

rison, Roger Lewis, Jerry Pickman, Si Seadler and Kenneth Clark.

In other action the board voted to continue its support of the Academy of Motion Picture Arts and Sciences and the Society of Motion Picture and Television Engineers. The annual contribution to the first is $150,000, which is apart from the sum given by the MPA for the "Oscar" telecast.

The board also discussed other matters, including the possibility of a research program to acquire statistics relating to production and distribution. An MPA spokesman declined to comment on what progress, if any, was made in this.

Film Financing

(*Continued from page* 1)

porters' questions following the company's stockholders meeting at the home office.

Goldenson made the same reply when asked if AB-PT would participate in the financing of production or would subscribe to production financing organizations sponsored by exhibitors, such as those under study by the American Congress of Exhibitors and other exhibitor groups.

AB-PT maintained a film producing subsidiary for several years but dissolved it last year.

Goldenson declined to estimate by what percentage AB-PT television earnings exceeded theatre earnings, when questioned by a reporter. He had told the stockholders meeting earlier that the TV earnings this year will top theatre earnings for the first time.

Goldenson Is Reelected

MIAMI BEACH, Nov. 24.—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been reelected chairman of the board of directors of United Cerebral Palsy Associations and vice-chairman of its Research and Educational Foundation. A charter member of UCP, Goldenson has served five years as president of the organization.

Hyman's 1960 Report

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, will report on 1960 releases and prospects for orderly distribution at a trade press luncheon at AB-PT headquarters next Tuesday.

Para. Meetin

(*Continued from page* 1)

dent in charge of world sales, a Hugh Owen, vice-president and E ern sales manager, discussed in de plans for the handling of such pictu as "Li'l Abner," "One-Eyed Jacks," Touch of Larceny," "Heller With Cun," "Visit to a Small Planet," " vanka and the Others," "The F Race," and "CinderFella!"

Outlining major promotional ca paigns that will back each Paramo release were Jerome Pickman, vi president in charge of advertisi publicity and exploitation, and Ma S. Davis, national advertising, publ ty and exploitation manager.

Other discussion leaders at the t day meeting were Howard Mins assistant to Weltner, and Edw Chumley, special sales coordinator Cecil B. DeMille's "The Ten Co mandments," now entering its th year of distribution. Also participat in discussions were Harold Rand, p licity manager; Joseph Friedman, ploitation manager, and Gerald Ro advertising manager.

Float Tour Set

(*Continued from page* 1)

ing, publicity and exploitation, nounced here yesterday at a tr press conference. The film is to be leased around Christmas at 350 th tres across the country.

Jim Backus, who is the voice of M goo, tomorrow will be aboard a foot campaign float in the Cimb Thanksgiving Day Parade in Philac phia, which will be televised over CBS television network. Following parade, the float will embark on extensive tour of the East and M west, Ferguson added.

Mister Magoo also will be the f tured attraction of General Electr 1960 lamp merchandising progra CE will also use a special film completed as UPA's first live-act film in its new program. GE will a full-page ad in the Dec. 14 issue *Life Magazine.*

Pinanski Renamed

(*Continued from page* 1)

States Association, and Abe Montag representing the MPAA.

The appointment is one of Pick first since assuming the presidency TOA's Chicago convention. In ad tion to selecting an alternate to Pinanski and TOA's seven official r resentatives to Compo, Pickus is a working on appointments to m other TOA committees.

Pinanski, a former president TOA, is president of the Ameri Theatres Corporation of Boston.

McNamara Rites Toda

BOSTON, Nov. 24.—Funeral se ices will be held tomorrow for Jam McNamara, of Fall River, manager the Dartmouth (Mass.) Drive-in T atre for the Yamins Circuit, who h been with the organization for years. He is survived by his wid and a son.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 103 NEW YORK, U.S.A., FRIDAY, NOVEMBER 27, 1959 TEN CENTS

ew Delay

Trial Run of Telemeter in Dec. Is Likely

ut Full-Scale Launching Etobicoke Put Off Again

Special to THE DAILY

TORONTO, Nov. 26. — An initial n of Telemeter on a limited basis the most that is in prospect for ecember or early January, in the inion of informed observers here.

Original plans of Telemeter's spon- r's were to start the wired pay-tv stem in suburban Etobicoke this ll. However, delays encountered ve put back a full launching of the stem until January or later.

There is said to be a possibility of start being made with 50 or 60 re-connected homes by mid-Decem- r, largely for the purpose of giving lemeter a preliminary workout to e what "bugs," if any, may be en-

(*Continued on page 4*)

ays Olivier Will Direct 'William the Conqueror'

Sir Laurence Olivier will direct the ojected "William the Conqueror," aude Heilman, 30-year-old British oducer of the Super-Technirama 70 n, said here this week.

Complete financial backing for the m, now budgeted at $7,000,000, is resolved, although investments from

(*Continued on page 2*)

ec. 8 Premiere Date or AromaRama 'Wall'

The world premiere of "Behind the eat Wall," the first all-scent film in omaRoma, scheduled to be held at e DeMille Theatre here on Wednes- y, has been postponed until Dec. 8. ortages of critical materials, due to e steel strike, are responsible for the lay in completing the renovation of e house, it was stated.

The film is being released interna- nally through Continental Distribut- g, Inc.

ELEVISION TODAY—page 4

Court Hears Argument on Carolina Sunday 'Blue Laws'; Reserves Decision

Special to THE DAILY

SPARTANBURG, S. C., Nov. 26. — South Carolina's controversial "blue laws," for months bitterly denounced by theatre interests, reached circuit court in Greenville this week for a decision on their constitutionality by presiding Judge I. B. Greneker, who indicated he would make a prompt ruling.

Climaxing a three-hour hearing, Judge Greneker declared: "I think this case is one that should be decided right away."

He added: "But you know, I don't think St. Peter will cross-examine us on whether or not we go to the movies when we arrive at the Pearly Gates."

During the hearing Judge Greneker asserted, "I don't think it's called for to hold this section of the state law unconstitutional."

One informed source expressed the

(*Continued on page 2*)

Industry-Controlled Talent Organization Proposed

From THE DAILY Bureau

WASHINGTON, Nov. 26. — Creation of an industry organization to be called Motion Picture Talent of America to compete with existing agencies "in an effort to ease the grip which the latter have on the studios and keep talent costs in reasonable bounds," has been proposed by an Allied States director, it was disclosed here.

The proposal will be considered by the Allied board at its meeting in Miami Beach, Dec. 5-6. It follows film company representations that film shortages and high terms are influenced by the "exorbitant demands of stars and other creative talent."

Gen. Bradley to Attend Youngstein Testimonial

General Omar Bradley will participate in the program for the Health for Peace Dinner honoring Max E. Youngstein, vice president of United Artists, December 14 at the Hotel Biltmore. General Bradley is chairman of the Health for Peace Committee.

(*Continued on page 2*)

Allied May Elect Officers at Miami

From THE DAILY Bureau

WASHINGTON, Nov. 26.—The Allied States board of directors will consider a motion to amend the bylaws so as to constitute the Dec. 5-6 meeting at Miami Beach as not only the regular autumn meeting but also the annual meeting for 1960.

If approved the board will proceed with the annual election of officers, whereas normally that would not occur until the annual board meeting in January.

The motion was made by the West

(*Continued on page 3*)

Military Services Board Approves Agreement With TOA on Lessening Competition with Theatres

The formula worked out by Theatre Owners of America and the Army-Air Force motion picture service designed to lessen competition between Army post theatres and local houses where "A" pictures are concerned was approved at a meeting here on Wednesday of the Army and Air Force Exchange and Motion Picture Services board.

The agreement is scheduled to become effective Jan. 1, 1960.

As explained to the recent TOA convention in Chicago by George Kerasotes, past president, the agreement calls for a change in the military's booking pattern so that "A" pictures will play military theatres after commercial theatres, provided the film can be furnished to the military within 35 days after its exchange area release date. "B" pictures will continue to be served pre-release to military theatres. Determination of "A" pictures will be by distributors exclusively.

Kerasotes termed the agreement "a start" toward solution of the problem of military theatres competition.

Miami Meet

Post-'48 Film Buys Put Up to Allied's Board

ACE, Conciliation, Bicks' Decree Also on Agenda

From THE DAILY Bureau

WASHINGTON, Nov. 26.—A proposal that exhibitors raise funds to be added to "certain existing funds" not otherwise identified for the "purchase and withholding of blockbusters in the post '48 libraries for exhibition as reissues at the most favorable times," will be considered by the Allied States board of directors at its meeting in Miami Beach Dec. 5-6, a partial agen-



Abram F. Myers

(*Continued on page 3*)

Harold Mirisch to Get Allied Award

Special to THE DAILY

MILWAUKEE, Nov. 26. — Harold Mirisch, an alumnus of Milwaukee theatre business, will be honored as "The Independent Producer of the Year" by Allied States Ass'n. at its annual convention's first annual awards banquet at the Eden Roc Hotel, Miami Beach, Dec. 9.

The citation is "in recognition of

(*Continued on page 3*)

Smerling to Address Allied Convention

Ben Smerling, executive vice-president of ABC Vending Co., will address Allied States' first combined national outdoor and indoor theatre convention scheduled for Dec. 7-9 at the Eden Roc Hotel, Miami Beach.

Smerling is expected to outline to the convention the new trend in the merchandising of concessions for both outdoor and indoor theatres.

PERSONAL MENTION

MAX E. YOUNGSTEIN, vice-president of United Artists, will return to Hollywood today from New York.

•

JOHN CAMPBELL, 20th Century-Fox studio publicist, has arrived in New York from Hollywood, enroute to Europe.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for Knoxville.

•

ED REMIG, special representative for American International Pictures, is in Jacksonville from Hollywood.

•

CARY GRANT will arrive in New York today from the Coast.

•

WILLIAM SHIRLEY, United Artists publicits in the Buffalo area, has arrived in Atlanta from there to start the campaign on "Solomon and Sheba."

•

MRS. WARREN NEWMAN, wife of the owner of the Pastime Theatre, Sandersville, Ga., has returned to her home there following surgery.

•

GENE TUNICK, Eastern district manager for United Artists in Philadelphia, is recuperating at his home there following 12 weeks of hospitalization.

'Pillow Talk' Tops 'Life' In Cleveland, Buffalo

"Pillow Talk" is topping the record business done earlier this year by "Imitation of Life" in Cleveland and Buffalo, Universal said this week.

Opening late last week in the Cleveland sub-runs, "Pillow Talk" in its first five days topped the seven-day records of "Imitation of Life." In its first sub-run break in the Buffalo teritory at the Amhurst Theatre, it reportedly did what is comparable to a full week's business on its opening Saturday and Sunday.

WB to Handle 'Israel'

"Israel," half-hour CinemaScope-Technicolor documentary jointly sponsored by the Israel Bond Organization and the State of Israel, will be released by Warner Brothers. Narrated by Edward G. Robinson from a script written and produced by Leon Uris, the film details the rebirth of a nation dispersed for 2,000 years.

Carolina Law

(*Continued from page* 1)

opinion that this might indicate the question at issue has been narrowed to whether the ancient statutes forbidding Sunday entertainment should be applied to ban Sunday movies.

Attorneys Samuel R. Watt and Chester D. Ward, both of Spartanburg, and J. D. Todd of Greenville asked Judge Greneker specifically for a declaratory judgment that Section 64-1 of the South Carolina code is not applicable to the operation of motion picture houses or drive-in theatres.

Representing the state in defending the section of the code were Attorney General Dan McLeod and Assistant Attorney General Bill Gibbs, also E. P. Riley, Greenville County Attorney.

Whatever Judge Greneker's ruling, it is the consensus that it will be appealed to the state Supreme Court.

Gen. Bradley to Attend

(*Continued from page* 1)

Harry Belafonte is serving as co-chairman of the tribute.

Sponsored by the Children's Research Institute and Hospital in Denver the gala event will be climaxed by a special dramatic program featuring notable scientists, entertainers and key public figures who will give support to the coordinated research attack against disease. Youngstein, a founder of the Asthma Research Institute, has provided vital leadership in this campaign.

Studios Start Three; 26 Now in Production

From THE DAILY Bureau

HOLLYWOOD, Nov. 26. — Three new films started this week to bring the total to 26 in production, while five others were completed.

Started were: "Teacher Versus Sexpot" (Photoplay Associates, Inc., for Allied Artists release); "Let No Man Write My Epitaph" (Columbia Pictures), and "The Story of Ruth" (Samuel G. Engel Production for 20th Century-Fox).

Completed were: "Bluebeard's Ten Honeymoons" and "I Passed for White" (for Allied Artists release); "The Enemy General" (A Clover Production for Columbia Pictures); "Ice Palace" (a Warner Bros. Production), and "Gorgo" (independent production produced by King Bros.)

Heads Minneapolis V.C.

MINNEAPOLIS, Nov. 26.—Thomas A. Burke is the newly-elected chief barker of Variety Club of the Northwest. Other officers elected are: Edward P. Schwartz and Gilbert Nathanson, assistant chief barkers; Robert H. Karatz, treasurer, and Byron M. Shapiro, secretary.

Wagner Asks Mayors For 'Beach' Cooperation

New York's Mayor Robert F. Wagner has asked mayors of the cities around the world where Stanley Kramer's "On the Beach" will have its global premiere Dec. 17 to give support to the premieres. In a letter to the mayors of London, Paris, Berlin, Rome, Stockholm, Tokyo, Melbourne and other cities, Mayor Wagner called the attention of his fellow mayors to "On the Beach" as "an event of special signficance for millions of people across the world."

Meanwhile, Howard Lindsay, actor and co-author of the current hit musical, "The Sound of Music," has been named as the outstanding alumnus of 1959 by the American Academy of Dramatic Arts and will receive the Academy's annual Award of Achievement. The presentation will be made at the premiere of "On the Beach" at the Astor Theatre here. All proceeds of the New York premiere go to the Academy, in honor of its 75th anniversary.

Lindsay is the fourth famous graduate of the Academy to be so honored. Previous recipients were Cecil B. DeMille in 1958, Garson Kanin in 1957 and Edward G. Robinson in 1956.

Robt. Tankersley Heads West. Service Supply

Special to THE DAILY

DENVER, Nov. 26.—Robert "Bob" Tankersley has been appointed president and general manager of Western Service and Supply Corp., taking over the post following his resignation from the Denver branch of National Theatre Supply. He had been a salesman for NSS for the past 12 years, except for a one-year leave of absence for service with the U.S. Navy.

Tankersley is succeeding Sam Langwith, who will remain with Western Service and Supply as a director.

Col. Deal with Hunter

HOLLYWOOD, Nov. 26. — Columbia Pictures has signed a multiple picture deal with Evan Hunter for screen rights to the author's forthcoming novels, it was announced by Samuel J. Briskin, Columbia vice-president in charge of West Coast activities. The deal follows Columbia's recent signing of best-selling novelist Leon Uris to a multiple-picture contract.

A. Worker Promoted

LONDON, Nov. 26. — Adrian Worker has been appointed managing director of British Lion's Shepperton Studios, it has been announced by Douglas Collins, chairman. Collins said the appointment was in recognition of the excellent record of Worker as general manager.

Olivier Is Se

(*Continued from page* 1)

showmen in seven European countr have been secured, according to H man, who co-produced "This Earth Mine."

He said he is negotiating now w several American companies for We ern Hemisphere distribution rights the film.

A 35-week, four-nation shooti schedule for "William the Conquero commencing next May in Yugoslav has been completed, Heilman sa adding that filming will also take pl in Germany, France and Great B ain later next year. His cast will announced in January.

Set for January, 1961, Release

"William the Conqueror" has be tentatively set for release in Janua 1961, in eight major world cities, a 10-performances-a-week road sh basis, with a contractual guaran that exhibitors' gross be more t commensurate with money they w have invested to install special 70m equipment, Heilman said.

The International Road Show C through which Heilman is produci "William the Conqueror," reporte has induced exhibitors in Europe a Asia to enlarge and, in some cas construct new theatres to accomm date subsequent Super-Technirama films.

Plan 6 More in 5 Years

Heilman said he has arranged w investors, bookers and distributors produce six more Super-Technira 70 motion pictures in the next f years, also to be shown on a road sh basis.

Heilman's publicity materials, whi are now being shown in this count were prepared by the Leslie Frew Organization, Ltd., a London pub relations company.

Novarro to Produce

Ramon Novarro, guest of honor a party given by Jan Mitchell, own of Longchamps, at new Longcham Cafe Tuesday, announced that plans to produce and star in a pict to be made soon in Europe. The s of the 1926 production of "Ben-Hu was in New York for the openi of the new M-G-M version of the fil About 150 stage and screen stars tended the Longchamps reception.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
MAX REINHARDT'S
"THE MIRACLE"
Starring
CARROLL BAKER ROGER MOORE WALTER SLEZAK VITTORIO GASSMAN KATINA PAXINOU
A WARNER BROS. Picture in TECHNIRAMA® & TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "CONTRASTS IN RHYTHM"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

TENT TALK

Variety Club News

ATLANTA — Officers elected to ve the Atlanta Variety Club in 1960 : chief barker, Jon B. Farmer, his ond term; assistants, W. K. Laird d Frank White; property master, harles Dilcher, and dough guy, Wil- m Kohorn. Installation will be held the club Dec. 5.

△

NEW ORLEANS—Tent No. 45 has ected as the new crew members for e coming year: Abe Berenson, W. A. odges, Isadore Lazarus, John Rich- ds, Sammy Wright, Eugene Cal- gne, William Holliday, Carl Mabry, n Stafford, Harry Batt, Sr., and nny Bicknell. Also associate barkers, Dermody and Tom N. Turner, to with the board in an advisory ca- city. Stafford was elected delegate the international convention. Alter- tes to the international convention e W. A. "Al" Hodges, Gaston Dur- u and Don Kay. A meeting of the wly elected crew will be held thin the next two weeks to elect a w chief barker and other officers the club.

elected Theatres ets Cleveland House

Special to THE DAILY

CLEVELAND, Nov. 26.—The first- n Palace theatre here has come un- r the operation of Selected Theatres, dependent local circuit, under terms a contract signed by Nate Schaltz, esident of the 20-theatre Ohio cir- it, and the owners of the Palace heatre, Samuel Silk and Will Halpern New York.

At the same time it was announced at Max Mink, Palace manager the st ten years, remains as managing rector and the house policy will be changed. The Palace has just under- ne a $135,000 remodeling program cluding installation of Todd-AO uipment and a 64-foot screen. Cur- ntly showing at the Palace is "Porgy d Bess" under a reserved seat pol- y.

artoons for Shoppers

MINNEAPOLIS, Nov. 26. — Free, pervised cartoon-film programs are ing shown for children while their rents shop at the newly-opened oppers' City, a huge department pre in Brooklyn Center, Minneapolis burb. Program hours for the young- ers are from noon until 10 P.M. on ondays, and from 10 A.M. to 10 M., Tuesdays through Saturdays.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5
630 NINTH AVE. - NEW YORK 36

Sales-to-TV on Allied Agenda

(*Continued from page* 1)

da for the meeting released by the office here of Abram F. Myers, Allied board chairman and general counsel, disclosed. Proposal, it is said, resulted from the "phenomenal success of 'Samson and Delilah' and certain other blockbusters on reissue" The announcement gave no other details but explained that subjects placed on the agenda are the result of suggestions sent in by members of the Allied board.

Other Topics Scheduled

Other topics on the still incomplete agenda for the board meeting, Myers revealed, are Conciliation and Other ACE Projects, trade practices, "talent trust," post-'48 pictures and toll TV, and legislative problems.

Board members will report on experience of exhibitors in their territories with conciliation and it may be decided from these whether or not experiences are widespread enough to form the basis of a determination of conciliation's value."

Also under the head of ACE is listed for the board's consideration the proposed overriding joint legislative committee which would decide for the entire industry which bills to support and which ones to oppose.

Will Discuss Consent Decrees

In respect to trade practices, Myers will report to the board on the interpretations of the consent decrees given by Assistant U. S. Attorney General and acting head of the Anti-Trust Division Robert A. Bicks at a recent Theatre Owners of America annual convention held at the Sherman Hotel in Chicago.

Bicks' remarks will be studied from the standpoint of their possible impact on independent theatres that may be in competition with the theatres of the divorced chains, Myers said.

Another item proposed, he said, "relates to the 'discriminations and restraints' inherent in 70mm. sales policies. Also the arbitrary zoning of cities (e.g. Pittsburgh) so as to throw non-competing cities into competitive bidding with resultant increases in waiting time and film prices."

Wages Bill an Item

A letter from Chairman Harris of the House Committee on Interstate and Foreign Commerce dealing with pending bills relating to toll TV will be considered. Also, special consideration will be given by the board to the Kennedy Wages & Hours Bill and to the impact on exhibitors of recent trends in censorship legislation forbidding prior censorship and inflicting on exhibitors severe penalties for showing pictures censored after they reach the screens. Such provisions are to be found in the recently enacted Pennsylvania film censorship law, already being challenged by suits brought by both exhibitors and distributors.

Myers noted that some or all of the subjects to be considered by the board may be brought before the annual convention, Dec. 7-9, although the convention itself "will be largely devoted to ways and means to promote theatre attendance," he said.

Allied May Elect

(*Continued from page* 1)

Virginia Allied unit in order to comply with Horace Adams' wishes to be relieved of his responsibilities as president at the earliest possible time, for reasons of health. Adams, who was elected Allied president in January, 1958, in Louisville, was taken ill last spring and was advised by doctors to reduce his work load. He was relieved of some of his Allied responsibilities at that time.

In addition to being president, he is one of Allied's representatives on the American Congress of Exhibitors' executive committee, and on the ACE producer-distributor-exhibitor relations committee.

Allied's nominating committee which will bring in the slate of new officers if the West Virginia motion is approved as expected consists of the following past presidents of Allied: Jack Kirsch, chairman, Julius Gordon, Ben Marcus, Ruben Shor, Wilbur Snaper, Trueman T. Rembusch and Nathan Yamins.

To Honor Bruder

Franklin F. Bruder, newly elected chairman of the board of Astor Pictures and Atlantic Television, Inc., will be honored at a cocktail reception at 21 Club here on Dec. 8 by George F. Foley and Alfred H. Morton.

Honor Mirisch

(*Continued from page* 1)

"his outstanding contribution as an independent producer who provided a new source of product for a product-starved industry."

Mentioned among Mirisch's achievements in connection with the Allied award are his productions, "Man of the West," "Some Like It Hot" and "Horse Soldiers," all United Artists releases.

Mirisch worked his way up in exhibition at the start of his career to become film buyer for Warner Bros. theatres in Wisconsin, subsequently becoming zone manager, then operating head of the Oriental and Tower theatres here. Later he became film buyer for the RKO circuit, then executive vice president of Monogram and subsequently Allied Artists Prods., and from there into independent production.

275 'Anniversary' Dates

United Artists' "Happy Anniversary" has been set as the Christmas-New Year's holiday attraction in more than 275 key situations, it was announced by James R. Velde, United Artists vice-president in charge of domestic sales.

PEOPLE

Jack L. Warner, president of Warner Brothers, has been voted an honorary member of Delta Kappa Alpha, national cinema fraternity, it has been announced by the University of Southern California. Voting is done entirely by college-level cinema students. **Warner** is the first studio head to receive the honor.

□

Frank H. Ricketson, Jr., Denver, former president of Fox Intermountain Theatres, has been named chairman of the United Funds Advisory Council of the United Funds and Community Councils of America. **Ricketson** is presently an honorary vice-president of Denver's Mile High United Fund.

□

John Moffitt, exhibitor of Montgomery, Ala., has taken over the Pekin and Ritz theatres there from **Don Wenger,** owner.

□

Hilda Knight, who has resigned after many years with the Allied Artists office in Atlanta, was tendered a farewell luncheon at the Rose Bowl by her fellow workers.

□

John "Johnny" Mednikow, for the past 19 years manager in Milwaukee for National Screen Service, has retired after 53 years in the industry. A farewell testimonial was tendered him by the Milwaukee Variety Club at the Milwaukee Athletic Club.

□

Rodney Collier, district manager in Washington for Stanley Warner Theatres, has been voted a life membership in Baltimore Variety Club, Tent No. 19. He was formerly a theatre manager in Baltimore.

□

Leo Yassenoff and his son, Milton, both of the Academy-Neth circuit, Columbus, O., have won offices in the Columbus Boys Club. **Leo** was elected vice-president, while **Milton** was named a member of the board of directors.

□

Richard Grede has reopened the Campbell Theatre at Campbellsport, Wis.

□

B. D. Benton, executive of Benton Bros. Film Express, Jacksonville, has gone into semi-retirement at his home there.

□

Harold Lewis has taken over the Badger Theatre at Stoughton, Wis.

Sign Price for 'Usher'

HOLLYWOOD, Nov. 26.—Vincent Price has been signed by James Nicholson and Samuel Arkoff of American International Pictures to star in Edgar Allan Poe's "Fall of the House of Usher," which will be produced and directed by Roger Corman. The film will be made in CinemaScope and color early next year.

Telemeter

(*Continued from page* 1)

countered, and correct them prior to the full-scale, official launching in probably 1,000 homes later.

The trial run would depend on connections and programming being ready sufficiently in advance of the year end holidays to make it as nearly "normal" as possible insofar as home activities are concerned. If the limited start could not be made by approximately Dec. 15 it is believed it would be put off for another month or else dispensed with in favor of a full-scale beginning in late January or early February.

Negotiating for Films

Famous Players Canadian, the Paramount Pictures subsidiary under whose direction the Telemeter operation is being launched, is negotiating for a film supply. A report that Paramount's "Lil Abner" may be on the initial program could not be confirmed here.

Program prices will vary from an average of about $1 to $1.50, it is believed. More than 500 homes have subscribed to date and there are about 13,000 possibilities in Etobicoke. Bell Telephone of Canada has been at work for weeks stringing the required cables for subscribers' house connections.

Desilu's Six-Month Profit Is $507,108

From THE DAILY Bureau

HOLLYWOOD, Nov. 26. — Profits of Desilu Productions, Inc., for the 26 weeks ended Oct. 31, 1959, showed a continuing increase in the company's growth and income pattern, as president Desi Arnaz announced to stockholders that the gross income of $10,717,953 reflected a 30 per cent increase over the same period last year.

In the company's six-month report to Desilu shareholders, Arnaz stated that the net income for the current period was $507,108, nearly seven times greater than the $75,234 posted for the 24 weeks ended Oct. 18, 1958.

Dividend Declared

Also included with the report were checks representing a 15 cent per share cash dividend on the company's common stock, payable Nov. 27, 1959, to holders of record on Nov. 13, 1959. The board did not declare any dividends on Class B common stock held by Arnaz and Lucille Ball, his wife.

CBS Appoints Ream

The appointment of Joseph H. Ream as vice-president in charge of a newly-created department of program practices of the CBS Television Network, was announced this week by James T. Aubrey, Jr., executive vice-president, CBS Television Network. Aubrey said that the new department was being established to implement his memorandum of Nov. 17 to the CBS Television Network organization which dealt with the network's "re-examination of all pollicies and practices affecting television and its future."

FEATURE REVIEWS

The Giant Gila Monster

McLendon

HARTFORD, Nov. 26

And still they come—the horror story treatment, containing a considerable degree of suspense en route to the anticipated ending, enacted by competent enough performers with standard production budgets. This latest McLendon release, distributed via the states rights market, was produced by Ken Curtis and directed by Ray Kellogg, from a screenplay by Kellogg and Jay Sims. It does not pretend to provide anything spectacular beyond what has gone before in this type of motion picture, and, going by past market reaction, there should be a degree of patronage awaiting its release.

The setting in this particular opus is a small midwestern community. Sheriff Fred Graham is aided by hot-rod gangleader Don Sullivan in a search for a couple of teen-agers. Before long, it's known and feared that a giant gila monster is responsible for previously unexplained automobile accidents. The monster, apparently in search of food, shows up at a big record hop, and Sullivan hops into his vehicle with his girl friend, Lisa Simone, and gives chase. The monster is dispatched via nitro blasting.

By way of particular appeal to the teenage aggregations, young Sullivan sings several rock 'n' roll specialties.

Running time, 73 minutes. General classification. Release, November.

A.M.W.

The Killer Shrews

McLendon

HARTFORD, Nov. 26

The probability of creating giant shrews, flesh-eating mammals, on an island far off the conventional shipping lanes, is examined dramatically in this McLendon horror entry, ably produced by Ken Curtis and directed by Ray Kellogg, working from a Jay Sims screenplay. At the fadeout, of course, the huge monsters are destroyed and there's hope and brightness for the world anew. Before that point is reached, however, Baruch Lumlet, mad scientist, gives everyone quite a bit more than a scare.

The action starts almost immediately. Boat captain James Best and his aide, J. H. (Judge) Dupree, arrive at a remote island to deliver supplies, and find that scientist Lumley (living with his daughter, Ingrid Goude, and aides Ken Curtis and Gordon McLendon, among others) has provided his own weird world, including the aforementioned flesh-eating mammals. A hurricane hits, some of the shrews kill off part of the island's inhabitants, and the ever-resourceful Best, now in love with Miss Goude, comes up with a tank (from makeshift storage barrels), and gets the remainder of the crew to safety.

Running time, 72 minutes. General classification. Release, November.

A.M.W.

Strange Affection

Brenner

HARTFORD, Nov. 26

This intriguing Joseph Brenner Associates release, teaming Richard Attenborough, Terence Morgan, Jill Adams and newcomer Colin (Smiley) Peterson, concerns itself with a man's reaching the inevitable emotional point of no return.

Out-of-work burlesque actor Terence Morgan is too busy with his latest girl friend, June Cunningham, to pay much attention to his young son, Colin (Smiley) Peterson; as a result, the latter is running wild. The teen-ager meets up with Richard Attenborough, school teaecher, who is rather concerned with the obsession of his wife, doctor Dorothy Alison, not to have children until she has established her career. Because of Attenborough's expressed liking for the youth, Peterson is given house-guest status when Morgan goes on tour.

Morgan, back in town with his newly-acquired wealthy wife, Jill Adams, still doesn't attempt to get close to his son, and Peterson continues drifting into delinquency. Liquor looms strongly, both Morgan and Miss Adams drowning their alleged sorrows in extended drinking bouts. At the fadeout, Peterson is accused of murdering his father; Miss Adams reluctantly discloses she's the culprit. She led him to his death in a drunken struggle.

Running time, 87 minutes. Adult classification. Release, November.

A.M.W.

Albany Pre-Filed Bill Aimed at Incendiarists

Special to THE DAILY

ALBANY, N. Y., Nov. 26. — Sen. Jeremiah B. Bloom of Brooklyn has pre-filed a bill which amends the Penal Law to make it a felony for a person to set fire to or place in or near any public building, or a building in which a daily newspaper is printed, or place of public assembly "including a theatre, moving picture house and every assembly hall owned or maintained for amusement, recreation, educational or religious purposes" any explosive substance, "with intent to destroy, throw down or damage the whole or any part thereof."

Penalties Severe

Such an act would be made punishable by an indeterminate sentence, with a minimum of 20 years' imprisonment and the maximum of "the offender's natural life," even though "no actual damage is done and although human life or safety are not actually endangered thereby."

The measure would take effect immediately upon passage.

Senator Bloom, a Democrat, presented a similar bill at the 1959 session of the Legislature, but it died in the Committee on Codes.

Registration Is Heavy For MPEOF Meeting

Special to THE DAILY

JACKSONVILLE, Nov. 26.—Heav registrations indicate that more tha 300 industryites will attend the nint annual convention of the Motion Pic ture Exhibitors of Florida at the loca Robert Meyer and Roosevelt hotels o Sunday-Tuesday, Dec. 6-8.

The gathering will be highlighte by addresses by Al Pickus, TOA presi dent; Sumner and Edward Redstone major drive-in exhibitors from Boston Irving Mack, Chicago; Mrs. Margare Tywman, New York director of com munity relations for the Motion Pic ture Association of America; LaMa Sarra of this city, vice president o Florida State Theatres who is legisla tive chairman of TOA and MPEOF and Dr. William Alexander, pastor o the First Christian Church, Oklahom City.

German-Austrian Pact Described by Golden

From THE DAILY Bureau

WASHINGTON, Nov. 26. — A nev film agreement has been signed be tween Western Germany and Austria according to Commerce Departmen film chief Nathan D. Golden.

The new agreement, covering th period from April 1, 1959 to Dec. 31 1960, provides for imports of 4 Austrian features into Germany dur ing that time, and 210 German film into Austria, Golden said. He adde that the films may not be older tha 30 months. New currency regulation permit completely free convertibilit between the two currencies.

AIP Signs to Handle Two McLendon Films

From THE DAILY Bureau

HOLLYWOOD, Nov. 26. — Ameri can International Pictures will tak over national distribution Nov. 28 o McLendon Radio Pictures' "The Kill er Shrews" and "Giant Gila Monster," it has been announced by Jame Nicholson and Samuel Arkoff.

The two McLendon production hav been booked for a multiple theatr run in Los Angeles starting Dec. 16

Tanney Starts Tours

Saul Tanney, head of the Star Cin ema Supply Company, New York plans to make a series of tours abroa to meet customers of his company and exhibitors. The tours will in clude the West Indies and South America, to be followed in 1960 wit an extended tour of the Far East.

Reopen Baltimore House

BALTIMORE, Nov. 26. — The Charles Theatre reopened today Thanksgiving Day, after being closed for several months. It's a deluxe house of the art theatre style, and the initial attraction is "Wasted Lives." Fruchtman Theatres of Baltimore, are owners.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 104 NEW YORK, U.S.A., MONDAY, NOVEMBER 30, 1959 TEN CENTS

Highly Unlikely

FIDO Won't Take Action Vs. Kramer

His Film Deal with NTA Seen Outside Jurisdiction

By WILLIAM PAY

LONDON, Nov. 29. — It is highly unlikely that the Film Industry Defense Organization will take action against producer Stanley Kramer over the sale of several of his films to television, it was learned here at the weekend, with the release by FIDO of an interim report on its activities.

The Kramer pictures, which included "High Noon," were sold to BBC-TV by National Telefilm Associates, which acquired them long before the formation of FIDO. Thus the deal is viewed as a "dead duck" and

(*Continued on page 2*)

MPA Product Campaign Officially Underway

Over 300 business editors throughout the country will tomorrow receive a press story prepared by the Motion Picture Association on the "motion picture outlook for 1960." This is the official start of the joint publicity cam-

(*Continued on page 2*)

Wometco Ent. Acquires Fla. Vending Company

Special to THE DAILY

MIAMI, Nov. 29.—Wometco Enterprises, Inc., operators of 22 theatres in Florida, has purchased the Great Southern Vending Company in Jacksonville, Mitchell Wolfson, Wometco president, announced. The Great Southern Company will now

(*Continued on page 5*)

TELEVISION TODAY—page 6

UA Circuit Income Up; Skouras Credits Increased Flow of 'Top Quality Films'

Net results of United Artists Theatre Circuit were better for the fiscal year ended Aug. 31 than for the previous year, and further improvement is foreseen because of a "better flow of top quality pictures," stockholders of the company are told by George P. Skouras, president, in the annual report released at the weekend.



George Skouras

In commenting on the optimistic outlook for product, Skouras notes: "Although television originally seriously and adversely affected the gross receipts derived from

(*Continued on page 5*)

Skouras Pays High Compliment to 'Ben-Hur'

High praise indeed is given to M-G-M's "Ben-Hur" by George Skouras, president of United Artists Theatre Circuit, in his annual report to stockholders. He calls the picture "the finest that has ever been produced."

The film is booked into several UA theatres, including the Egyptian in Hollywood, the United Artists in Detroit, and the Coronet in San Francisco.

Moscow Will Join in 'Beach' Global Premiere

From THE DAILY Bureau

HOLLYWOOD, Nov. 29.—Moscow will join 17 other world capitals in presenting Stanley Kramer's "On the Beach" at simultaneous global pre-

(*Continued on page 5*)

Bellfort Joins NSS As Sales Executive

Joseph Bellfort, former General European manager for RKO-Radio Pictures, has joined National Screen Service Corporation in an executive sales capacity, it was announced at the weekend by Burton E. Robbins, vice-president in charge of sales. He will

(*Continued on page 5*)

Says Resumption of 'Pre-Panic' Publicity Spending Is Helping to Boost Attendance

Better showmanship and the "hard sell" are credited by "The Wall Street Journal" for some of the improvement in theatre attendance nationally during 1959.

In an article by staff reporter Stanley Penn on Friday, it was reported that "Attendance at all theatres is up more than 5% from 1958 — halting a long post-war decline. To keep this momentum up, both the producers and exhibitors are preparing to launch a new barrage of promotions in the months ahead."

"Movie people traditionally have been big spenders on advertising and promotion," Penn wrote. "But when movie-house attendance took a nose-dive in the post-war period, a panicky industry turned economy-minded, sharply cutting back publicity staffs and paring ad and promotional costs. A result of the retrenchment, one film distributor says, was that 'too many fine films came and went without the mass audience knowing they existed.'

"But now with box office receipts on the upgrade, producers and exhibitors have been spending more freely and getting back some of their old-time confidence," he concluded.

In Miami Sat.

Expect Allied To Name Lider New President

But Must Change Bylaws To Hold Election Now

Edward W. Lider, president of Independent Exhibitors of New England since 1955, and presently treasurer of national Allied, is expected to be named president of the latter organization at the Allied States board of directors meeting in Miami Beach this coming weekend.

However, in order for the election of officers to take place, the Allied

(*Continued on page 6*)

'Snow Queen' Preview Enjoyed by Kids

By SAUL OSTROVE

More than 2,000 children, ranging from junior high school students to stroller tots, poured into the RKO 58th Street Theatre here Friday morning to pulse-test Universal's "The Snow Queen," a full-length animated feature in Eastman Color based on the fairy tale by Hans Christian Andersen.

But for the usual physical obstructions, notably the heads of scores of adults who accompanied the children, the novice previewers sat eagerly in

(*Continued on page 7*)

Para. Sales Meets in Chicago, L.A. This Week

Keyed to the theme of "Success in the Sixties," Paramount will hold divisional sales meetings in Chicago Tuesday and Los Angeles Thursday to cover plans for the handling of 1960 product.

Directing the conferences will be

(*Continued on page 7*)

Pathé

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

Lifelike color in every scene

PERSONAL MENTION

ERIC JOHNSTON, Motion Picture Association president, addressed the golden anniversary banquet of the National Interfraternity Conference at the Waldorf-Astoria Hotel here Friday night.

•

LARRY MORRIS, vice-president of B. S. Moss Theatres, is in Florida from here to visit the circuit's theatres in Jacksonville, Orlando, Gainesville and Ocala.

•

AL ROOK, of the Film Booking Office, Atlanta, has returned there from Owensville, Mo.

•

JAMES LARKIN, special representative for B.O.A.C., will leave here tomorrow for London and Nigeria, Africa.

•

MILTON DUREAU, of Masterpiece Pictures, New Orleans, has returned there from Atlanta.

•

CHARLTON HESTON and HAYA HARAREET have left Hollywood on a second tour for "Ben-Hur." HESTON is in Dallas today, MISS HARAREET in San Francisco.

•

SARA JONES, receptionist for National Screen Service in Atlanta, has been married to G. P. WINGO.

Four Join TOA

L. A. Startsmore has brought the four "A" houses of Westland Theatres of Colorado Springs into Theatre Owners of America, TOA's New York headquarters disclosed. New membership has been given to the Chief Theatre of Colorado Springs, Chief of Pueblo, Mesa of Grand Junction and Chief of Greeley, all in Colorado. The memberships were secured by George Roscoe, TOA's director of exhibitor relations.



Manager Must Go to Trial Over 'Lovers'

Special to THE DAILY

CLEVELAND, Nov. 29. — The county grand jury has returned an indictment against Nico Jacobellis, manager of the Heights Art Theatre, who must now stand trial for showing "The Lovers" on charges of "possessing and exhibiting an obscene, lewd and lascivious motion picture." The maximum penalty, if he is found guilty, is one to seven years imprisonment and a $2,000 fine on each count.

Grand jury members viewed the film after hearing testimony from Cleveland Heights detective Earl Gordon, who raided the Heights Art Theatre Nov. 13 and seized the film. Attorney Bennet Kleinman, representing the defendant, said ha has not decided whether to ask for a judge or jury trial.

N.E. Meeting on B.V.'s 'Toby Tyler' Tuesday

The promotional campaign to launch Buena Vista's New England saturation release of Walt Disney's "Toby Tyler" will be presented at a special exhibitor's meeting in Boston tomorrow. More than 150 New England exhibitors will attend the conclave to be held at the Sheraton Plaza Hotel.

Irving H. Ludwig, Buena Vista president; James O'Gara, Eastern division manager; Charles Levy, advertising and publicity director; Leo Greenfield, assistant Eastern division manager, and Bob Dorfman, exploitation manager, will outline the campaign to launch the mid-February area premiere.

Guild Gets Projector

HOLLYWOOD, Nov. 29. — The Screen Directors Guild has purchased and will shortly install in their theatre here a pair of Norelco Universal 70/35mm Projectors, according to an announcement made by Niels Tuxen, manager of the Motion Picture Equipment Division, North American Philips Company, Inc., supplier of the Norelco Universal Projector, and Martin Sweeny, of the Todd-AO Corporation, distributors of the Norelco Projector. The Norelco Universal 70/35 mm Projector is the original Philips/Todd-AO Projector, of which there are nearly 100 installations in the United States and Canada.

Mirisch Officials Here

HOLLYWOOD, Nov. 29.—Harold and Marvin Mirisch president and vice-president of the Mirisch Co., left here over the weekend to confer with United Artists executives, Robert Banjamin and Arthur Krim, on their company's line-up of future product.

RKO Theatres to Plug Hall Christmas Film

RKO Theatres in the Greater New York area will run special teaser trailers for one week starting Thursday, plugging the world premiere of "Operation Petticoat," as the Christmas picture at Radio City Music Hall.

RKO Theatres recently saluted the world premiere of "Ben-Hur" at Loew's State in newspaper ads but this is said to be the first time that a circuit is plugging a picture in another theatre for a week via special trailers.

MPA's Drive

(*Continued from page* 1)

paign of MPA members to promote films forthcoming for 1960.

The release to business editors will contain "facts and figures on why the movie industry is so optimistic about 1960." It points out that the total cost of product for next year will reach $429,000,000 and that total budget for advertising and promotion is expected to exceed $70,000,000.

In addition a press kit, now being assembled, will be distributed to all cooperating publicity committees and exhibitor organizations. This kit will contain feature material and photos on the "key product for 1960," as a basis for articles and features. Also included will be "business feature," a comprehensive "fact sheet" and suggestions on how cooperating publicity groups can use the kit to obtain maximum publicity in their specialized areas.

Seeks Distributor for S.F. Festival Picture

Special to THE DAILY

HOLLYWOOD, Nov. 29. — Tom Laughlin, whose feature, "The Proper Time," was one of only two American films shown at the San Francisco Film Festival, is currently negotiating for distribution interest in the picture which he wrote, produced independently, as well as starred in and directed.

Laughlin, who came to the film capital four years ago upon graduation from Marquette to find a niche in production, has appeared in a number of films.

Chi. 'Barbarian' Strong

CHICAGO, Nov. 29. — Opening here in a snow storm but getting the benefit of Thanksgiving Day holiday amusement seekers, American International Pictures' "The Barbarian" grossed over $13,000 in its first two days at the Roosevelt Theatre, Wednesday and Thursday. The business set a new record for the house.

FIDO Refuses

(*Continued from page* 1)

outside the jurisdiction of the industry.

The Cinematograph Exhibitors Ass'n. recently launched a boycott of all pictures produced by David O. Selznick after he sold a number of his films to TV. In contrast to Kramer the Selznick arrangement was consummated after FIDO was formed.

$1,379,515 Collected

The FIDO progress report reveals that a total of £492,684 ($1,379,515) was collected in the 14 months since the exhibitor levy was begun. Expenditures for the period amounted to £59,874 ($167,647) for acquiring covenants on films and running expenses. FIDO has now acquired covenants covering 95 feature films and is negotiating for a further 104.

Format Films Acquires Operating Headquarters

From THE DAILY Bureau

HOLLYWOOD, Nov. 29.—Format Films, Inc., recently formed by Herbert Klynn, president and Jules Engel, vice-president and associate producer, both of whom held executive positions with UPA, has taken over the building formerly accupied by Cathedral Films, at 140 North Hollywood Way, Burbank, for its operating headquarters.

Klynn, who organized the company in October, reports that he is currently completing the first animated cartoon short subject in Todd-AO, 70mm, for Michael Todd, Jr., to be used as a companion attraction to Todd"s smello-vision feature, "Scent of Mystery."

Format Films, whose policy will embrace the production of commereial as well as theatrical subjects, will produce three animated TV trailers for Todd; and has plans to produce its own half-hour TV cartoon series for the 1960 fall season which will feature greater story line content and "introduce a new form of visual graphics."

Arkansas Drive-in Bought by Braunagel

Special to THE DAILY

NORTH LITTLE ROCK, Ark., Nov. 29.—The Broadway Drive-in Theatre, 3400 East Broadway, this city, has been purchased by Jack D. Braunagel, president of the Jay D. Bee Amusement Co. Seller was Malco Theatres, Inc., of Memphis.

Braunagel, who came to North Little Rock four years ago as manager of United Theatres, operates eight other theatres in Arkansas. He said a modernization project is planned for the Broadway, which was built in 1939. This will be completed by next spring, according to present plans.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.


Good looking...
Hashimoto-San







Good looking *and good booking* from Terrytoons: Hashimoto-San, The Fabulous Firework Family and The Minute-and-½ Man. In CinemaScope and Technicolor. Distributor: Twentieth Century-Fox. Producer: Terrytoons, a Division of CBS Films Inc.

Theatre Contest On Trailers Held

Special to THE DAILY

ALBANY, Nov. 29.—Fabian's Palace Theatre sponsored a letter-writing contest on the pulling power of trailers, in connection with the 40th anniversary of National Screen Service. The writer of the story considered the best by a local panel of judges will receive a season's pass to the theatre.

To highlight the contest, which closed Friday, the lobby of the Palace was decorated with a number of metal containers in which the trailer films are shipped throughout the country.

Fabian division manager Elias Sehlenger and Palace manager William With arranged the promotion.

Moscow Will Join

(*Continued from page* 1)

mieres on Dec. 17, producer-director Kramer announced at a press conference here Friday.

Kramer said Russian subtitles were prepared five weeks ago on the gamble that Russia would accept the proposal of joining simultaneous world premieres.

Gregory Peck, star of the film, present at the conference, said he will attend the Moscow premiere as representative of the producing company, and will also visit Rome, London and Paris for good-will appearances on behalf of the film.

Sereened by Krim

When Arthur B. Krim, president of United Artists, was in the U.S.S.R. last week, he screened the picture for high-ranking Soviet authorities, and suggested to them that Moscow join the 17 other cities having the Dec. 17 premiere.

Confirmation of the Soviet agreement came in a cable from Alexandre Davydov, director of Sovexport Films to Arnold M. Picker, vice-president in charge of foreign distribution for United Artists, which is releasing the film.

Bellfort to NSS

(*Continued from page* 1)

headquarter at the New York home office.

Bellfort comes to National Screen after being with RKO for many years in an executive capacity in both their domestic and foreign organizations. The appointment is effective today.

ITC Names Andrews

William Andrews has been named sales manager, syndicated division of Independent Television Corporation, it was announced by Hardie Frieberg, general manager of the syndicated division of ITC, to whom Andrews will report. Managers of the Eastern, Central and Western sales division will report to Andrews, while the New York City and regional sales departments will continue to report to Frieberg.

U.A. Circuit's Income Exceeds Last Year's

(*Continued from page* 1)

exhibition of motion pictures, on the other hand it has substantially benefited the exhibition branch of the motion picture industry because it has created a large new audience for visual entertainment. This audience is available for motion picture theatres but requires top quality, story-telling pictures. The producers have commenced to realize this point and it is confidently expected that the future will see an improved flow of top quality pictures."

Big Profit from 'South Pacific'

Also contributing to the promise of an upbeat future, Skouras said, is the fact that his company will realize profits from the distribution of "South Pacific" for at least the next two years and it will continue to make conversions of unsuccessful theatre properties.

The UA Circuit at the present time owns approximately 85 per cent of the preferred and 36 per cent of the common stock of Magna Theatre Corp., producers of "South Pacific." Magna, in turn, owns 62½ per cent of the Todd-AO Corp.

Past $16,000,000 Mark

Skouras reports that film rental income to Magna on "South Pacific" has now passed the $16,000,000 mark, and the estimate is that on its first release rental to Magna should exceed $25,000,000. On income of this amount the picture is expected to realize net profits of at least $10,000,000.

Magna's share of this profit will amount to $3,000,000, according to Skouras, and will place that company in a position to be able to pay about 80 per cent of the $4,000,000 indebtedness resulting from the refinancing of its original debentures. "This income," he adds, "plus estimates of revenues to be derived from the release and reissue of 'Oklahoma' and from payments to be received from the Todd-AO Corp., places Magna on a sound financial basis."

In turn UA circuit "will be the principal financial beneficiary of the soundness of Magna."

Out of the $10,000,000 net profit for "South Pacific" UA Circuit will receive 10 per cent or $1,000,000. Present estimates indicate at least $500,000 of this will be reflected in the company's income account for the year ending next August, Skouras states.

One Every 18 Months

Stockholders are also told that Magna, under its agreement with Todd-AO Corp. and 20th Century-Fox, has the right to produce one roadshow Todd-AO picture every 18 months and its program so far has been exactly that. The company intends to continue the program and has selected literary properties for the purpose.

In addition the circuit is continuing to dispose of theatre properties "which are no longer of value." From those sold in the past year a profit in excess of $100,000 was realized.

Net profit for UA Circuit for the year ended Aug. 31 was $16,700 after deducting depreciation of $846,600. In the prior fiscal year there was a loss of $341,400 after deducting depreciation of $890,100.

To Meet Dec. 14

UA Circuit will hold its annual meeting of stockholders in Baltimore on Monday, Dec. 14 at 11:30 A.M. On the agenda is election of a board of 13 directors; approving and ratifying acts of the board and officers since the last annual meeting; and other business.

REVIEW:

The Angry Red Planet

Sino Production—Cinemagic

HOLLYWOOD, Nov. 29

SID PINK, AN exhibitor showman with distribution experience, who had his finger in the 3-D pie with the launching of "Bwana Devil," now proves his mettle as an independent producing showman with the introduction of another well-conceived optical effect for dramatic impact destined for big gross business which he calls "Cinemagic."

Cinemagic could be described as a step in the film developing process which when printed creates the illusion of a well-drawn illustration. The application of live action and special effects in this process, utilizing unusual backgrounds, creates an impression of "live animation." The presentation of this process, as an integral part of the original story by Pink, which he drafted into a screenplay in collaboration with Ib Melchior, director of the film, is a stimulating experience in suspense and intrigue.

The story, a combination of science-fiction and horror, is a projection into the near future of man's ability to achieve space travel and explore the mysteries of other planets. In this instance, the audience will find a thrilling adventure in observing Pink's highly imaginative account of a small group of scientists who are able to reach the planet Mars. The group consists of Gerald Mohr, attractive Nora Hayden, Les Tremayne and Jack Kruschen. Miss Hayden and Mohr, who discover an attraction for each other during the "planet probe," are the only ones to return to earth alive.

Miss Hayden is given a drug to overcome her shock and fatigue in order to expedite a clue to save Mohr from an unknown traveling growth on his body. Her report on the adventurous mission, told in retrospect, becomes the format for the film.

Everything seen or experienced outside of the space ship on Mars is depicted in the Cinemagic process to symbolize a concept of nature on another planet. The rest of the film's action and background is printed in the normal fashion.

It is during the group's probing through jungle-like foliage on the strange planet that some exciting moments are caused by encounters with man-eating plant life, a huge monster-like rat with long legs and crab-shaped claws, and a giant mass of amoeba with a twirling eye which rises out of an oily lake and chases the group back to the space ship, claiming the life of Kruschen before he has a chance to reach safety.

Stanley Cortez delivered an expert job of camerawork, in marking the debut of the new Eastman 5250 Color, bringing into sharp focus the soft, effective color tones of the film. Paul Dunlap's music contributed its share of mounting interest and suspense in the subject matter for the producers Sid Pink and Norman Maurer.

Distribution and sales of the film in its initial engagements are being supervised by Pink.

Running time, 87 minutes. General classification. Release in November.

SAMUEL D. BERNS

Wometco Acquires

(*Continued from page* 1)

be known as the Duval Automatic Vending Corporation and be a wholly-owned subsidiary of Wometco.

John W. Morgan, former owner of Great Southern, will continue with the Duval Automatic Vending Corporation in the capacity of vice-president and general manager. The overall operation of the Duval Company will be under the direction of Van Myers, president of vending operations for Wometco.

Technicolor Spokesman Scotches Merger Story

From THE DAILY Bureau

HOLLYWOOD, Nov. 29.—Denying a West Coast report of a merger of Technicolor and Eversharp, a spokesman for the former company today said that the only discussions between officials of the two organizations dealt with the marketing of consumer products.

No merger is planned, he declared.

Television Today

Nader Calls TV Boon to Actors

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 29. — Film stars who heretofore turned their backs on television are now instructing their agents to come up with more guest appearances and opportunities to star in their own film series, George Nader stated in an interview at the Hollywood Brown Derby.

Nader, who had been under contract at U-I until last December, claimed that he has found a more lucrative niche for himself in TV, having received a participating interest for his starring role in NBC-TV's "The Man in the Challenge," which Ivan Tors is producing for Ziv-Tv.

Nader regards television as a boon today to an actor's career, since he can keep working in a series and find sufficient time between shooting schedules to make a theatrical feature.

The scope today between theatrical features and television is so far apart that any fears of "overexposure" in TV can now be disregarded, Nader said. Now that TV has gone international, the TV star not only keeps any following he may have had outside the U. S., he increases it, he added.

Cites Niven and Kaye

Nader pointed to David Niven as an example of his remarks, and referred to Danny Kaye as another who will soon make the break into TV.

The TV star gave further credence to his remarks as he revealed his acceptance at 20th Century-Fox of an important role in "On the Terrace," which has a December starting date, and his ability to further adjust his TV schedule to appear in an independent film, "Rein of Terror," next May and June, which Otto Lang will produce and direct on location in Acapulco.

Report $15,000,000 Loan to MCA thru '61

From THE DAILY Bureau

WASHINGTON, Nov. 29.—A $15,000,000 loan agreement between Music Corporation of America, Inc., and the First National Bank of Chicago, extending from Aug. 25, 1959 to Dec. 31, 1961, has been recorded here with the Securities and Exchange Commission.

Interest at 4% to 5%

The agreement allows MCA to draw on the loan during the specified period and to make payments on the loan at interest rates ranging from 4 to 5 per cent. Upon maturity, interest on the revolving notes may rise to 6 per cent, according to terms of the agreement.

Three Named to NTA Program Sales Staff

Three sales executives have been added to the staff of NTA Program Sales, a division of National Telefilm Associates, Inc., it was announced at the weekend by Michael M. Sillerman, president.

The new men are Jack Gainey, Ted Rosenberg and Leon Wray, all veterans in the television industry. Gainey has been assigned to the post of Northeast regional sales manager. Rosenberg becomes the Middle Atlantic regional sales manager, and Wray gets the title of Northwestern regional sales manager.

Gainey joins NTA Program Sales following a seven year association with Ziv-Tv. Prior to that he held various positions in the television and radio field as an announcer and sales and programming executive.

Formerly with ITC

Rosenberg was with Interstate Television Corporation before joining NTA Program Sales.

Rosenberg's other associations include a three year period with Television Industries and six years with Ziv Television Programs.

Wray was in charge of the entire West Coast for Economee Television during the past year. Before that he was with Ziv Television, KHJ-TV and the Mutual and Don Lee Broadcasting System.

Hint Strike by British Writers

From THE DAILY Bureau

LONDON, Nov. 29.—A threat of strike action by British television writers "unless their fees were brought to a reasonable level" was hinted at by Ted Willis at the annual conference of Television and Screenwriters Guild.

"We do not anticipate that a strike will be necessary," said Willis, who is this year's Guild chairman, "but the writer, as always, is the last person to receive consideration. Negotiations have at long last started with the I.T.A. companies and are proceeding on a very amicable and reasonable basis."

WGA Contest Recalled

"There is no doubt that our members are impatient with the long delays and want a settlement quickly. We must remember, however, that the Writers Guild of America only achieved a fair contract for its members after a most bitter conflict with the producing companies. We hope that such a struggle may not be necessary here and that the two sides will reach a fair agreement," he declared.

The British Guild, with a membership of 700, last month promised to support the WGA's threatened strike in Hollywood.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IN HIS new "Ladies Home Journal" series, "Pat Boone Talks To the Teen-ager," (currently on sale) the ABCanary starts with an emphatic (quote) "If I could put a gift under your tree, I'd make sure each of you had a Bible of your own—if you already don't have one." (unquote.) The music publisher of a Hymn entitled, "The Bible My Mother Left To Me," agreed with the fine thought and forthwith sent Pat several copies, from which royalties are donated to the Laymen's National Committee (sponsors of National Bible Week). . . . Composer-Conductor Paul Taubman has been named to produce Mayor Wagner's "Salute To Music" this Spring. Paul is working out details, bookings, etc. at the Penthouse Club which he owns. . . . Harold Stern, "organizer without portfolio" (it says here) has invited us to attend the initial luncheon of the newly-formed TV Drama Desk to be held tomorrow at Sardi's East. Guest speakers include David Suskind, Robert Banner, Max Liebman. Letter also advises us that Mine Host Vincent Sardi has agreed to provide the room and luncheon for a flat $2.25 (including the tip). . . . Revlon's full-hour TV CBSpecial starring Maurice Chevalier has been signed, sealed and skedded for Friday Feb. 12 (9-10 P.M. EST). . . . United Artists Music in conjunction with Multitone A.B. of Sweden, has established a new music firm, Karin A. B. which will exploit their music in Northern European countries and Iceland. . . . In retaliation for the presentation by "Playhouse 90" of "The Plot To Kill Stalin" last CBSeptember, U.S.S.R. banned CBS from the country for 13 months. CBS has just reopened its Moscow branch and Larry LeSueur will be in charge. Larry had once been a Moscow reporter and correspondent for CBS back in 1941.

Expect Lider

(*Continued from page* 1)

board must act favorably on a motion being made by West Virginia Allied to amend the bylaws so as to constitute the Dec. 5-6 meeting as the annual meeting for 1960, as well as the regular fall meeting. Allied leaders expect this will be done without opposition, inasmuch as the reason for it is to relieve Horace Adams of Cleveland of the duties of the national Allied presidency as promptly as possible for reasons of health.

Lider's election would make him the first of Allied's "second generation" leaders to head the national organization. He is the son-in-law of Nathan Yamins, veteran New England independent exhibitor, who was president of national Allied in 1937-'38.

Was Allied Secretary in '57

Lider, 37 years old, was secretary of national Allied in 1957, prior to being elected treasurer. Educated at Dartmouth College and Harvard Law School, he served in the U.S. Navy in 1944-'45. After the war he practiced law, then joined Nathan Yamins Theatres, and was named to the presidency of the circuit in 1957.

Others of the new generation in Allied to whom the organization is looking for its leadership in the immediate future are Milton H. London, president of Michigan Allied; Marshall Fine, president of ITO of Ohio and others.

The Allied combined drive-in and indoor theatres convention will immediately follow the weekend board meeting at the Eden Roc, Miami Beach, continuing from Dec. 7 through 9.

Election Usually held in Winter

Ordinarily, Allied does not elect officers in conjunction with the annual convention, ordinarily held in the fall, but instead at the annual meeting of the board of directors, which usually is held in January or February.

E. D. Martin Recovering From Car Crash Burns

Special to THE DAILY

DAYTONA BEACH, Fla., Nov. 29. —E. D. Martin, of Martin Theatres, Columbus, Ga., is reported to be improving at Halifax Hospital here, following treatment for severe burns of the neck, shoulders, wrist and ankles incurred in an accident in a sports car race here two weeks ago. Martin was driving his own car which crashed and burned in the accident.

Drop 'Shopper Special'

BALTIMORE, Nov. 29. — The weekly Monday "shoppers' special" which offered 50c admissions from opening until closing have been discontinued at the Century, Stanton, Mayfair and New Theatres as of this week. It is reported the plan provided customers, but lacked profits. The "special" continues, however, at the Hippodrome and Little Theatres.

REVIEWS

Blood and Steel

API—20th-Fox

HARTFORD, Nov. 29

This Gene Corman production, directed by Bernard L. Kowalski from a screenplay by Joseph C. Gillette, with John Lupton, James Edwards and Brett Halsey in top roles, concerns itself, entertainingly enough, with the invasion by four Navy Seabees of a Japanese-held strongpoint in the South Pacific, during World War II. Official U. S. Navy war footage has embellished both studio interior and South Pacific location sequences, with the overall effect one of dramatic continuity.

Lupton, who's carried top delineations in past major-calibre productions, is seen as Lt. Dave Jensen, whose incredible reconnaissance of a strategic island helped shorten the savage conflict in the Pacific. For femme interest, Ziva Rodann (former Israeli Army girl) is cast as a native girl.

Lupton's three - man "invasion force" consists of Brett Halsey, John Brinkley and James Edwards.

This is an Associated Producers production, released under the 20th-Fox banner. Jack Bohrer was production manager and assistant director. Running time, 63 minutes. General classification. Release, in December.

A. M. W.

Four Fast Guns

Universal

Only one of the "Four Fast Guns" is still alive at the finish-line of this Universal melodrama, and it is the survivor who finishes off the other three guns after they, in turn, fail to get him first.

The action is set in 1873 at a hot spot called Purgatory where James Craig, himself a wrongly-accused fugitive, is hired as "town-tamer" by a citizenry up-in-arms over recent acts of lawlessness promoted by Paul Richards, Purgatory's cunning exploiter of crime and violence.

Craig could earn his town-taming booty straightaway by plugging the piano-playing saloon owner, but no real man would dare shoot Richards, who is a cripple. So Craig is forced to play a waiting game—he waits for the arrival of Richards' three fast guns, the last of them Craig's own brother, whom Richards has hired to beat the "town-tamer" to the draw.

Between shooting sprees, Craig is amused by Richards' wife, Martha Vickers, who spends most of her time trying to keep peace among the protagonists, and by a wily and well-meaning town drunkard, played by Edgar Buchanan. Until the end, Miss Vickers insists she will stand by her husband, evil as he is and despite her growing love for Craig. She stands by her husband when he is plugged by the "town-tamer's" brother, Brett Halsey, who is then fatally wounded by Craig. Because Purgatory is now rid of its major sinners, Craig and Miss Vickers, somewhat palely, make plans to unite in another town where they will surely begin anew together.

Produced and directed by William J. Hole, Jr., "Four Fast Guns" makes up for what it lacks in credence by developing several well-conceived portraits of frontier nerve, ruthlessness and melanchody. Buchanan and Halsey are especially good in their roles.

Running time, 72 minutes. General classification. Release, in February.

SAUL OSTROVE

'Snow-Queen'

(*Continued from page* 1)

place, intent on the screen, anticipating the appearance of the film's "good guys," and "bad guys," tugging at Mummies' sleeves for answers to such time-honored movie questions as "Who's he?" "Why did they do that?" "Oooo, she's pretty!"

The children saw both "The Snow Queen," which is scheduled for release next Easter, and "The Boy Who Owned a Melaphant," Universal's two-reel feature, narrated by Tallulah Bankhead, which was shown earlier this month at the San Francisco Film Festival.

Yule Stockings Presented

As they entered the theatre, some in groups of 50 and more, the kids were given Christmas stockings filled with candy, then were shown to their seats by theatre usherettes.

The youngsters giggled at, and were awed by, parts of the short feature, which runs 19 minutes. They applauded respectfully as credits for "The Snow Queen" were flashed on the screen.

Art Linkletter's prologue to the animated story was watched attentively, then the youngsters sat back as the film proceeded to the heart of the matter.

The young guests were conscripted from throughout the city by local editors, fan magazines personnel, and exhibitors, several of whom attended the preview. An eleven-hour arrival of a delegation of children representing the Police Athletic League completed the audience.

Company Executives Attend

Universal officials present at the preview were Henry H. "Hi" Martin, vice-president and general sales manager; Charles F. Simonelli, assistant to the president, and Philip Gerard, Eastern advertising and publicity manager. Harry Mandel, vice-president of RKO Theatres, also attended the preview.

Para. Theatre Books 'Earth' for Christmas

"Journey to the Center of the Earth," a 20th Century-Fox release, will be the Christmas attraction at the Paramount Theatre here, opening Dec. 16, it was announced at the weekend.

The film follows Fox's "Beloved Infidel" at the theatre.

'Can-Can' Set for Rivoli On Roadshow March 10

"Can-Can," produced by 20th Century-Fox in Todd-AO, will open at the Rivoli Theatre here on March 10, 1960, on a roadshow basis, according to George P. Skouras, president of United Artists Theatre Circuit, operators of the Broadway showcase.

Paramount Meetings

(*Continued from page* 1)

George Weltner, Paramount vice-president in charge of world sales, and Sidney Deneau, vice-president. Jerome Pickman, vice-president in charge of advertising, publicity and exploitation, and Joseph Friedman, exploitation manager, will outline promotional plans.

Previews for 'Few'

M-G-M is setting up a series of sneak previews in theatres in exchange cities early in December for "Never So Few." The film will have selected key city bookings for holiday playdates with other first-run engagements beginning in January.

To Reopen Art Theatre

PHILADELPHIA, Nov. 29.—The Kensington section of the city will get its first "art" theatre with the reopening of the Holiday with the coming holiday season.

PEOPLE

Herman Levine, who from 1931 to 1958 was associated with the real estate department of Warner Brothers and Stanley Warner Management Corp., has been named director of real estate sales and leasing in the New York office of Albert M. Greenfield & Co., realty organization.

□

George M. Kreegar, executive of Benton Bros. Film Forwarding Co., Atlanta, has been elected mayor of Smyrna, Ga., defeating the incumbent J. H. Gibson.

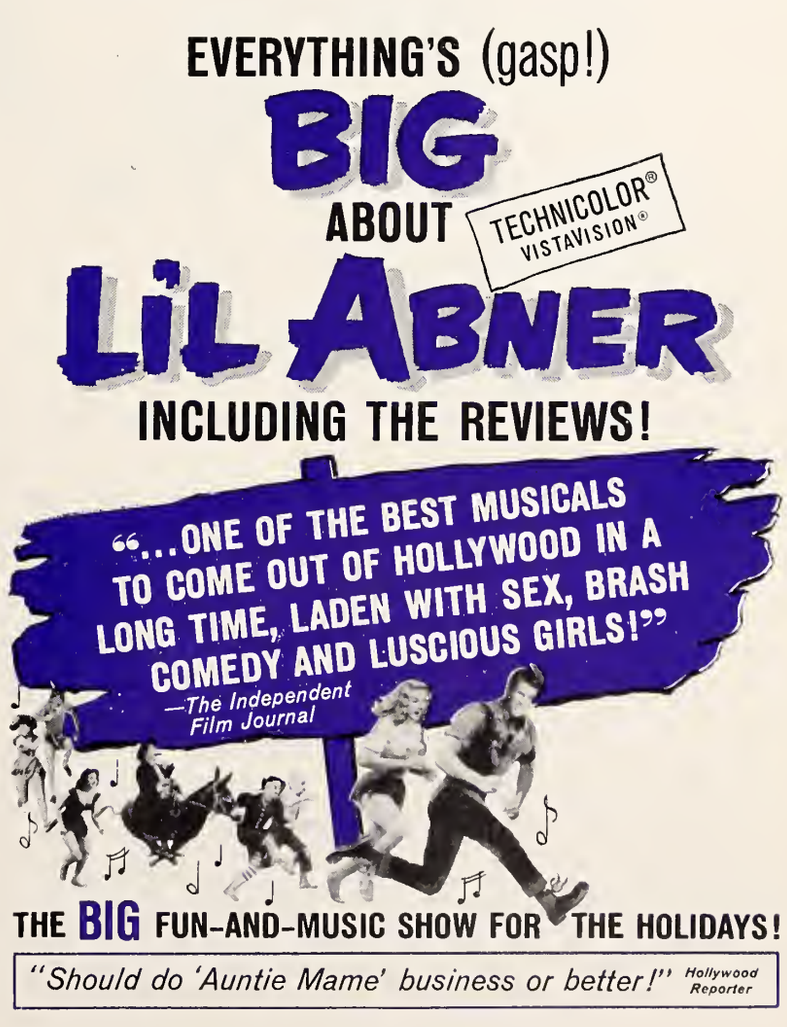
□

Frank Dana, formerly with United Artists, is the new manager of the Savoia, Philadelphia

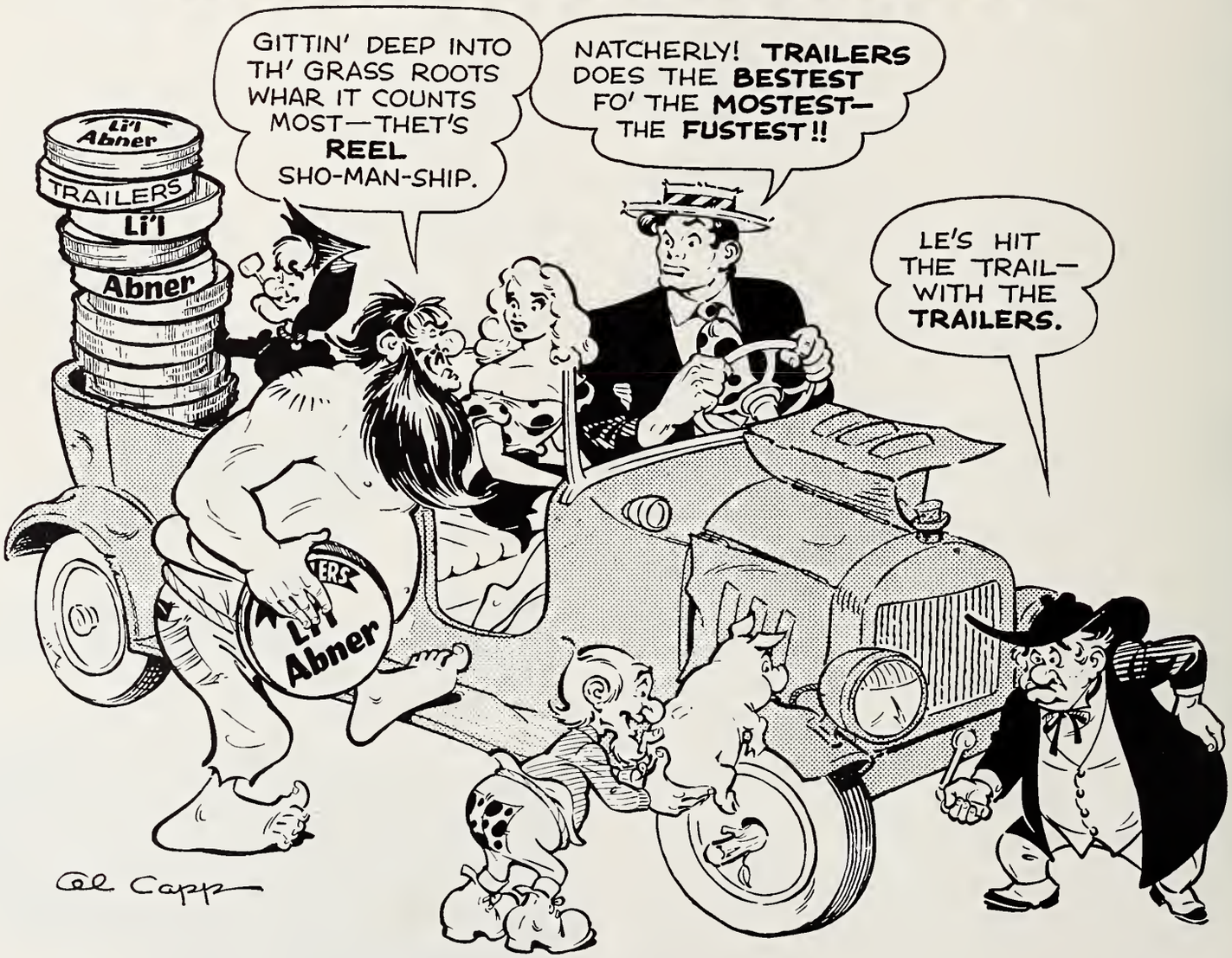
'Tiger Bay' to Baronet

"Tiger Bay," a suspense film starring John Mills, Horst Buchholz and introducing Hayley Mills, will have its American premiere at the Baronet Theatre here following the current engagement of "Room at the Top."

"Tiger Bay," a Julian Wintle-Leslie Parkyn Production for the Rank Organization, was produced by John Hawkesworth and directed by J. Lee Thompson in the United States through Continental Distributing, Inc.



GRASS ROOTS SHOWMANSHIP!



"Li'l Abner", a Paramount Picture, produced by Norman Panama, directed by Melvin Frank, starring Peter Palmer, Leslie Parrish, Stubby Kaye, Julie Newmar and Stella Stevens. --- Color by Technicolor.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 105 NEW YORK, U.S.A., TUESDAY, DECEMBER 1, 1959 TEN CENTS

Closing Date Deferred

Sale of Fox Studio Realty Is Postponed

Buyer Granted Extension; Lease-Back Plan Stays

Spyros P. Skouras, president of Twentieth Century-Fox, yesterday announced that an extension of time had been granted for the purchase of the Los Angeles studio property owned by a California subsidiary of Twentieth Century-Fox and under a contract to sell to a corporation sponsored by Webb & Knapp.

By the terms of the agreement effective May 1, 1959, a corporation sponsored by Webb & Knapp made a payment of $2,500,000 which would be applied to the purchase price, upon the happening of certain events, including the rezoning of the studio property, which have now been accomplished. The closing date set for Dec. 1, 1959, calling for an additional payment of $3,180,000 has been postponed for a period of 90 days, and the buyer has been given an option to have a further extension of 90 days

(*Continued on page 7*)

Theatres Reopening In Cleveland Area

Special to THE DAILY

CLEVELAND, Nov. 30.—The holiday season has imbued several exhibitors in the area with optimism, the result being the announcement of the reopening of several theatres that have been dark for the past six or more months.

In Cleveland the 700-seat Standard, a downtown subrun house belonging to the Community Circuit, has an-

(*Continued on page 7*)

'U' Sets First Common Dividend in Two Years

The board of directors of Universal Pictures yesterday declared a year-end dividend of $1 per share on the common stock, the first on that stock in two years.

The dividend is payable Dec. 24 to

(*Continued on page 7*)

Columbia Stockholders to Vote on Stock Options to Seven, New Board

Columbia stockholders at their meeting here on Dec. 21 will vote on the issuance of stock options to seven Columbia Pictures, Columbia International and Screen Gems executives and will elect nine directors to the board.

The options which the stockholders are being asked to approve have been granted to M. J. Frankovich, Paul N. Lazarus, Jr., Irving Briskin, Burton H. Hanft, Bernard E. Zeeman, Jerome Hyams and Robert Seidelman as inducements to entering into new employment contracts with the company.

Frankovich, a vice president of Columbia and head of the company's British distribution subsidiary, has entered into a new five-year contract expiring in April, 1964, and has been

(*Continued on page 3*)

Kerasotes Urges Block-of-5 Sales

Special to THE DAILY

ST. LOUIS, Nov. 30. — A proposal for block booking up to five pictures made by the same producer in any year in order to encourage increased production was made by George Kerasotes, former Theatre Owners of America president, to the annual convention of the Missouri-Illinois Theatre Ass'n. at the Chase Hotel here today.

Noting the obstacles to increased production which exist today, Kerasotes said that if producers were permitted to block sell to any theatre owner a package consisting of one or

(*Continued on page 6*)

Vogel, Wyler Cited for Allied States' Awards

Special to THE DAILY

MILWAUKEE, Nov. 30. — Joseph R. Vogel, president of Loew's, Inc., and William Wyler, director of "Ben-Hur," have been named to receive special awards from Allied States Association to be presented at the organization's convention in Miami Beach

(*Continued on page 2*)

Fabian, McCarthy Set As Allied Speakers

Special to THE DAILY

MILWAUKEE, Nov. 30. — Si Fabian, chairman of the American Congress of Exhibitors, and Charles McCarthy, executive director of the Council of Motion Picture Organizations, have been added to the list of

(*Continued on page 2*)

Skouras, Silverstone to Europe to Meet Adler

Spyros P. Skouras, president of 20th Century-Fox, and Murray Silverstone, head of 20th Century-Fox International, will leave here for London by plane today to join executive produc-

(*Continued on page 2*)

Survey Shows Color Next to Stars In Chief Points of Appeal to Public

By WILLIAM PAY

LONDON, Nov. 30. — Colour films attract higher attendances and, furthermore, if more colour films were made there would be a cumulative effect at the box-office. After star value, colour is the chief point of appeal in a film.

These were the conclusions of a survey conducted by the Market Research Department of Kodak and commented upon by that department's R. A. Leeks at a meeting of the British Kinematograph Society.

Two separate types of investigation were undertaken in an attempt to answer the question posed, Leeks said. First, more than 1,000 people between the ages of 16 and 45, living in London, Manchester, Birmingham and Glasgow, were interviewed and from their answers several instructive charts were prepared.

The first of these indicated the type of film favoured. Top of the list were comedy, mystery, musical and drama; in three headings at the bottom of the list—types of films which most people tried to avoid—were science fiction, horror and rock 'n' roll.

The second chart showed the factors influencing people to see a particular

(*Continued on page 7*)

National Theatres

Asks 3-Year Limit Apply In Trust Suits

Ruling Would Affect Suits Totalling $120,000,000

By J. A. OTTEN

WASHINGTON, Nov. 30.—National Theatres Corp. has asked the Supreme Court to rule that a three-year rather than a six-year statute of limitations applied to private anti-trust damage suits brought in New York State.

It is said some $120,000,000 of pending damage suits could be affected by the outcome.

National specifically asked the high court to overturn a second circuit court of appeals ruling that the six-year statute applied to an anti-trust suit brought against National by Bertha Building Corp., one-time operator of the Tower Theatre in Los Angeles. The case, kicking around in the courts for many years, went back to the district court recently for a jury trial, and National moved for immediate dismissal on the ground that it

(*Continued on page 2*)

Name Three to Judge $3,000 Trailer Contest

Albert Pickus, Ben Marcus and Silas Seadler this month will judge the "Once-in-a-Lifetime Tribute to Trailers" contest, National Screen Service Corp., sponsor of the contest, announced yesterday.

Pickus is the newly-elected presi-

(*Continued on page 7*)

Memorial Services Here For O'Donnell Dec. 7

Special memorial services for R. J. 'Bob' O'Donnell, noted Texas showman who died in Dallas, Nov. 10, will be held in New York at the Lambs Club, on Monday, Dec. 7, at 3:00 P.M.

Eric Johnston, president of the Motion Picture Association, will deliver the eulogy. Friends and industry associates are invited to attend.

PERSONAL MENTION

A. MONTAGUE, Columbia Pictures executive vice-president, and PAUL N. LAZARUS, Jr., vice-president, have left New York for product conferences with key-city exhibitors. MONTAGUE is in Charlotte today, LAZARUS in Chicago.

•

MILTON R. RACKMIL, Universal Pictures and Decca Records president, will leave here by plane today for a European trip.

•

JAMES F. GOULD, vice-president and treasurer of Radio City Music Hall, accompanied by MRS. GOULD, has returned here from a three-week trip to the Coast, to view new product.

•

C. J. LATTA, managing director of Associated British Picture Corp., and MACGREGOR SCOTT, director and general manager of Associated British Pathe, returned to London yesterday from New York.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, left New York yesterday for California.

•

HARRY L. MANDELL, vice-president of Atlantic Pictures, Hollywood, has left Los Angeles by plane for the Orient.

•

IRA S. STEVENS, general manager of National Film Service, has left New York for the Coast.

•

CHARLES BRACKETT, 20th Century-Fox producer, will arrive in New York today from Hollywood.

•

AUDREY HEPBURN and her husband, MEL FERRER, will arrive in New York today from the Coast. Following a short stay here they will leave for Europe.

New Rosener Theatre Reopening Scheduled

Special to THE DAILY

BEVERLY HILLS, Nov. 30.—The remodeled Beverly Hills Music Hall, acquired recently by the Herbert Rosener Co., will be reopened by Christmas, Sydney Linden, general manager of the Rosener chain, said here today.

Old equipment and furnishings now are being removed, and will be replaced with new seats, sound and projection, carpeting and a new lobby and front, Linden said. Rosener also operates the Beverly Canon and Vagabond Theatres here.

'Trust' Suits

(*Continued from page* 1)

should be governed by New York's three-year statute of limitations governing penalty actions.

The district and circuit courts turned National down, applying New York's six-year statute of limitations covering damage actions. National, arguing that anti-trust damages are really penalties, appealed to the Supreme Court.

A uniform four-year federal statute of limitations now applies to anti-trust actions, but that went on the books only recently. However, National said at least nine anti-trust actions pending before that law would be affected by the outcome of the Bertha case, and the damages claimed in those cases "aggregate well over $40,000,000 before trebling."

'Each of Those Cases' Affected

"In each of those cases," National continued, "a holding that the three-year statute applies will either substantially limit liability or materially shorten the trial or both."

Rowley Is Appointed To Compo Committee

John H. Rowley, chairman of the International Executive Board of Variety Clubs International, has accepted an appointment to represent Variety International on the board of directors and the executive committee of the Council of Motion Picture Organizations.

George W. Eby, international chief barker of Variety, sent a notice yesterday notifying Charles E. McCarthy, Compo executive secretary, of the appointment, and Rowley's acceptance.

Rowley, who is president of the Rowley United Theatres, Inc., of Dallas, is a past international chief barker of Variety Clubs International.

Fox Says 'Can-Can' Not Booked Into Rivoli

20th Century-Fox yesterday denied a report that "Can-Can," produced by it in Todd-AO, will open at the Rivoli Theatre here in March.

The notice of the booking, published in MOTION PICTURE DAILY yesterday, was in the annual report to stockholders of United Artists Theatre Circuit, operators of the Rivoli.

'Gladiator' for 91 Here

"Sign of the Gladiator" will open in 91 theatres in the New York metropolitan area starting Wednesday. Among the circuits showing the American International release will be the RKO, Skouras, Randforce, Century, Fabian and Florin Theatres.

Special Award to Lipton From Jewish Welfare Fund

From THE DAILY Bureau

HOLLYWOOD, Nov. 30. — United Jewish Welfare Fund honored David Lipton, Universal-International vice-president, with its key Shield Award for his service as amusement industry chairman in its 1959 campaign. Dr. Max William Bay, general campaign chairman, today presented the special award to Lipton, who also served as UJWF's vice-chairman for publications.

Lipton will play a key role at the 1960 United Jewish Welfare Fund leadership conference in Palm Springs, Feb. 19-21, when he will head the public information session at the meeting of the welfare fund leaders.

C. B. Kosco, 65, Dies; Headed Fox Exchange

Special to THE DAILY

BUFFALO, Nov. 30.—Funeral services for Charles B. Kosco, 65, manager of the 20th-Fox exchange here for the past 13 years, will be held tomorrow in St. Marys, Pa., where Kosco and his wife, Louise, maintained their permanent home. Burial will follow in St. Mary's Cemetery.

Kosco died unexpectedly Saturday in Philadelphia while visiting his brother, Capt. George F. Kosco, USN, of Norfolk, Va., in the latter's hotel suite.

Before coming to Buffalo as Fox resident manager, Kosco was associated with 20th-Fox in Pittsburgh. Besides his wife and brother, he is survived by seven sisters and another brother.

McCarthy, Fabian

(*Continued from page* 1)

speakers at the Allied States Association convention in Miami Beach next week, it was announced here today by Ben Marcus, general convention chairman.

Fabian is to give a report on all aspects of ACE, as he did at the Theatre Owners of America convention in Chicago earlier this month. Following his speech to the Allied delegates Fabian will answer questions from the floor on ACE.

McCarthy will outline activities and future plans of Compo.

The convention will take place Dec. 7 through 9 at the Eden Roc Hotel in Miami Beach.

Agency for Cinerama

Cinerama, Inc. has named the New York public relations firm of Western Associates to handle all its public relations and publicity activities. Jay Weston, agency, head, will personally supervise the Cinerama account.

Vogel, Wyle

(*Continued from page* 1)

next week, it was announced here day by Ben Marcus, general conv tion chairman.

Vogel has been cited as the dustry man of the year," and W as the "director of the year." T will be honored at the awards banc on the evening of Dec. 9 along v Rock Hudson, "actor of the ye Doris Day, "actress of the year," Harold Mirisch, "independent proc er of the year."

Berenson Toastmaster

Abe Berenson, president of Al Theatre Owners of the Gulf States national secretary and regional v president of national Allied, will s as toastmaster of the banquet, Ma said.

Skouras, Silverstone

(*Continued from page* 1)

tion head Buddy Adler in conferer on the international promotion distribution of the Walter Wan production, "Cleopatra," which 2 will distribute.

Skouras and Silverstone also confer with European product heads and exhibition executives w abroad.

'Sheba' in Penn Statio

The 40 by 11-foot painting of matic highlights from Edward Sm "Solomon and Sheba," a United Art release, will be unveiled to the pu today at New York City's Pennsylva Station at 11 A.M. The American ar Symeon Shimin created the giant c vas, which spotlights stars Yul Br ner and Gina Lollobrigida in the t roles.

For the first week the painting be displayed on the newly-renova Long Island level. It will then moved to the main level of Penn vania Station, where it will be viev for three weeks.

'Tiger' Opens Dec. 1

"Tiger Bay" will have its Ameri premiere on Monday, Dec. 14, at Baronet Theatre here. A Rank Orga zation presentation, it is being relea in the United States through Co nental Distributing, Inc.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
MAX REINHAROT'S
"THE MIRACLE"
Starring
CARROLL BAKER ROGER MOORE WALTER SLEZAK VITTORIO GASSMAN KATINA PAXINOU
A WARNER BROS. Picture in TECHNIRAMA® & TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "CONTRASTS IN RHYTHM"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagl Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

TENT TALK

Variety Club News

LONDON—Monty M. Berman has en elected chief barker for Variety lub of Great Britain. Other execu- ve appointments include assistants, ving Allen and Sam Eekman, Jr.; ough guy, Michael Shipman, and operty master, J. D. Goodlatte. Also embers of the 1960 erew are Charles rte, Bill Levy, Billy Manning, Ken- th More, Diekie Pearl and Harry olfe. David Jones has been reeleet- l press guy.

△

ALBANY, N. Y.—Albert J. Bearup, anaging editor of the *Times-Union,* d Charles L. Mooney, promotion litor of the *Knickerbocker News,* ere honored here for their services eo-chairmen of the Variety Club eart Fund at a "Kings for the Day" nner in the Sheraton Ten Eyek Ho- l. G. Brandon Donahue was dinner airman.

△

HOLLYWOOD—John E. Lavery, ecutive of National Theatres and elevision, Inc., has been elected ief barker of Tent No. 25. Other ficers are; M. J. E. McCarthy and . L. "Mandy" Sehaefer, assistants; lfred S. Lapidus, dough guy, and illiam R. Jarnagin, property master.

ee Telemeter Paving Vay for Sunday Shows

Special to THE DAILY

TORONTO, Nov. 30.—Telemeter ay become the wedge by whieh the otion pieture industry in Canada ay eventually have Sunday shows. At present the situation of Sunday erformanees in this country stands the same position as it did a year go, the annual meeting of the Mo- on Pieture Industry Counеil of Can- da was told. Only theatres in the rovinee of Quebee are allowed to pen on Sunday.

Exhibitors said they were ready stand behind any provineial exhibi- rs' assoeiation willing to push the sue.

British Columbia seems likely to be ne area where the test will begin.

The lever of Telemeter is that if a ustomer ean deposit money in a box r his entertainment on Sunday, then hy ean't he pay at the box offiee?

Solomon' Set in 41 Cities Around World

Edward Small's "Solomon and heba," in Super Teehnirama-70 has een set for release by United Artists 41 key eities throughout the world ver the next three months. The first ave of playdates for the film, whieh ad its world premiere at the Astoria heatre, London, will penetrate major verseas territories around Christmas me. These dates will be followed y bookings in January and February.

Set Vote on Columbia Options

(*Continued from page* 1)

granted an option on 3,500 shares at $19.95 per share, exereisable from October, 1960 to March, 1969. It is in addition to an option for 1,500 shares at $19 per share granted him earlier.

Lazarus a vice president of the eompany has entered into a new five-year eontraet with the company expiring June 30, 1964, and has been granted an option for 3,500 shares at $18.77 per share, exereisable between Mareh, 1961 and August 31, 1969.

Hanft Under Contract Until 1963

Hanft, vice president and treasurer of Sereen Gems, entered into a contract in 1958 whieh runs to Aug. 31, 1963, and was granted an option for 1,500 shares at $18.89, exercisable from August, 1960 to Aug. 31, 1968.

Zeeman, vice president and treasurer of Columbia Pietures International, entered into a new contract running from April, 1959 to April, 1962, and was granted an option for 1,000 shares at $17.94 per share, exercisable from Deeember, 1960 to May 30, 1969.

Briskin, a viee president of Columbia and head of Sereen Gems studio activities, entered into a new eontraet from July, 1959 to June 30, 1963, and was granted an option for 7,500 shares at $17.94 per share, exereisable from Deeember, 1960 to May 30, 1969.

Hyams, general manager of Screen Gems, entered into a new contract running from July, 1959, to June 30, 1964, and was granted an option for 2,500 shares at $21.62 per share, exereisable after Feb. 3, 1961, to July 31, 1969.

New Pact for Seidelman

Seidelman, a Sereen Gems exeeutive, entered into a new contraet running from September, 1959 to Sept. 6, 1962, and was granted an option for 500 shares at $16.99 per share, exereisable from March 24, 1961 to Aug. 31, 1969.

The direetors who have been nominated are all members of the board at this time. They are A. Sehneider, Leo M. Blancke, A. Montague, Donald S. Stralem, Alfred Hart, Abraham M. Sonnabend, Mendel B. Silberberg, Leo Jaffe and Samuel J. Briskin.

Canada Council Probed 9 Complaints Last Year

Special to THE DAILY

TORONTO, Nov. 30. — Only nine instanees of exhibitors' problems were investigated in the last year by the Motion Picture Industry Counеil of Canada, Ralph Dale, president of an exhibitors investigating committee, reported to the Council at its annual meeting.

His national committee, Dale said, was called in only when loeal committees were unable to obtain satisfaetion on their own levels. Cases handled by the national body often set preeedents for the lower groups, he added.

A problem-beset exhibitor may carry his case from his local committee, to his branch manager, then later to his distributor's general manager if suggestions to relieve his financial problems remain unresolved.

'Summer' to Premiere at Criterion on Dec. 22

Sam Spiegel's "Suddenly, Last Summer," starring Elizabeth Taylor, Montgomery Clift and Katharine Hepburn, will have its world premiere at the Criterion Theatre here on the evening of Dee. 22, it was announeed yesterday by Rube Jackter, Columbia Pietures viee-president and general sales manager. Continuous performanees of the film will begin the following day, Dec. 23, at the Criterion and Sutton Theatres in New York and the Warner Beverly in Los Angeles.

Slated for January release by Columbia, "Suddenly, Last Summer" is being premiered on Dec. 22 in order to make it eligible for Academy Award and New York Film Critics Award eonsideration, Jackter said.

Bexley, O., Police Find 'Lovers' Not Obscene

Special to THE DAILY

COLUMBUS, O., Nov. 30.—Police of suburban Bexley who viewed the French film, "The Lovers" early in its current run at the Bexley Art Theatre found no eause for obseenity eharges under Ohio laws, said Robert Little, general manager. The film is now in its fourth week at the Bexley.

Showings of "The Lovers" have been halted at the Art Theatre Guild houses in Cleveland Heights and Dayton. Nieo Jaeobelli, manager of the Heights Art Theatre in Cleveland Heights, was to be arraigned today. Attorneys representing Jaeobelli plan to enter a not guilty plea. The Dayton ease is expected to be heard Jan. 27.

Phone Calls Received

Little said he has reeeived a number of anonymous phone calls, complaining about the pieture. Almost all admitted they had not seen the film. Some ealls, he said, were vile and abusive.

Mannie Brown Forms Distribution Company

Special to THE DAILY

BUFFALO, Nov. 30. — Mannie A. Brown, who has been booking the Tip Top drive-in theatres in Western New York for the past few seasons and is eontinuing to do so, has formed a new corporation, Mannie Brown Associates, Inc., whieh will distribute for NTA Pietures in the Buffalo, Albany and Cleveland exehange areas.

Headquarters is in the Film Building here. The Paramount Theatre here will open two NTA films, "3 Murderesses" and "Hell, Heaven or Hoboken" on Friday.

PEOPLE

Henry L. Needles has resigned as group supervisor in Hartford for Buena Vista's "The Big Fisherman," and will announee a new affiliation shortly. He was formerly distriet manager in the Connecticut eapital for Warner theatres.

□

Frank Ramsey, for the past seven years manager of the Culver Theatre, Culver City, Calif., for Fox West Coast, and **Bob Simonton,** manager at Pacifie Ocean Park, have been named bookers for National Theatres & Television, Inc. **William McIntyre** and **Edward Crystal,** move to the Culver, both having been with the recently-closed Uptown Theatre.

□

Mrs. Sylvester Z. Poli, now 90 years of age, widow of the founder of the Poli Theatre Circuit, forerunner of Loew's Poli-New England Theatres, Inc., has been honored by the Italian government with the Star of Italian Solidarity Award for her efforts in the rehabilitation of that country. Presentation was made by **Alberto Cupelli,** Italian eonsular agent for Conneeieut, in Mrs. Poli's home at Woodmont.

□

Francis Malloy has been named assistant manager of Lockwood and Gordon's Cine Webb, Wethersfield, Conn., suceeeding **Gerald Clark,** who has resigned.

Loew's Poli, New Haven, Sold; Will Be Razed

Special to THE DAILY

NEW HAVEN, Nov. 30.—The First New Haven National Bank is buying Loew's Poli Theatre and adjaeent buildings and land on Chureh and George Streets, at an estimated eost of $1,200,000. The bank will build a new multi-story main offiee on the site next year, aeeording to board ehairman Joseph H. Allen.

The area to be razed is close to two major redevelopment efforts, the Chureh Street and Oak Street Projeets.

Owners of the land and buildings involved are Loew's Theatres, Inc., of New York, and the Harry F. English Trust of New Haven.

Loew's Poli Theatre, eentral building in the newly-purchased area, has often been referred to as the "flagship" of the Poli Theatre Cireuit, aequired by Loew's from the Sylvester Z. Poli interests in 1934. The 3,000-seat house is the largest in New Haven.

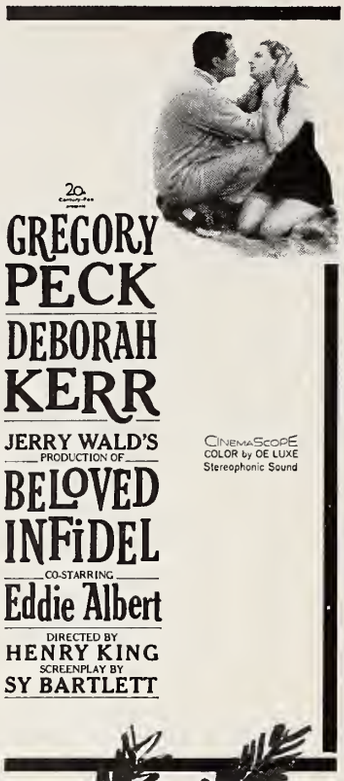
Loew's will continue to operate its other first-run here, Loew's College.

Harry DePathe Dies

HARTFORD, Nov. 30.—Harry DePathe, 72, retired house electrician at Loew's Poli Palace Theatre here, has died following a long illness.











FOR ADVANCE SHOWINGS NEW YEAR'S EVE ONLY!



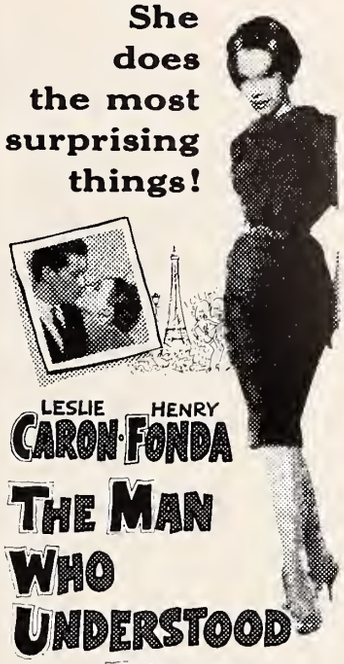


FOR SELECTED
AGEMENTS AT THE
OLIDAY SEASON!

What was the secret behind The Story On Page One?

RITA
HAYWORTH
ANTHONY
FRANCIOSA
GIG
YOUNG
in JERRY WALD'S production of
THE STORY ON PAGE ONE
Written and Directed by
CLIFFORD ODETS
CINEMASCOPE
STEREOPHONIC SOUND

She does the most surprising things!



LESLIE CARON · HENRY FONDA
THE MAN WHO UNDERSTOOD WOMEN
co-starring
CESARE DANOVA
Produced and Directed from his screenplay by
NUNNALLY JOHNSON
From the Novel The Colors of the Day by Romain Gary
COLOR by DE LUXE • CINEMASCOPE
STEREOPHONIC SOUND

It's YOUTH, LOVE, EXCITEMENT and that *Fabulous*
FABIAN
with that "BLUE DENIM" GIRL!

Hear FABIAN sing
"Hound-Dog Man"
"I'm Growin' Up"
"Single"



20th Century-Fox presents JERRY WALD'S production of
HOUND DOG MAN
CINEMASCOPE
COLOR by DE LUXE
starring
FABIAN
CAROL LYNLEY
STUART WHITMAN
ARTHUR O'CONNELL
and introducing
DODIE STEVENS
Directed by
DON SIEGEL
Screenplay by
FRED GIPSON and WINSTON MILLER

20th HAS A HAPPY HOLIDAY HIT FOR *EVERY* SHOWMAN!

Every day of the year 20th has the product for the hottest success story in the industry!

National Pre-Selling

TARZAN played by Denny Miller in "Tarzan, The Ape Man" has the good fortune to be co-starred with a blossoming intellectual—Joanna Barnes—aceording to "Life's" Nov. 16 issue. She plays Tarzan's forest mate, and is a Smith College graduate (class of '56) a Phi Beta Kappa and was editor of the Smith Review, the literary magazine.

"Life" has a photo of this present day wood nymph on the lead page of the article. In giving this starlet a fine mentality, Nature, also, it is apparent from the photo, bestowed her gift of beauty on this Smith College graduate.

•

"The Last Angry Man," that deeply moving personal drama of one man's integrity is reviewed by Ruth Harbert in the December issue of "Good Housekeeping." This story of an aging Brooklyn doctor, played by Paul Muni, was adapted from Gerald Green's best-selling novel. He based his book on the life of his doctor father. It has an excellent cast including David Wayne, Betsy Palmer, Claudia McNeill, Luther Adler and Joby Baker.

•

Charlie Chaplin is featured in lawyer Jerry Giesler's story appearing in the Nov. 21 issue of "The Saturday Evening Post." Two Chaplin re-issues "Modern Times," and "The Gold Rush," are being released national by Lopert Films.

•

Lillian Gerard of the Rugoff and Becker's Paris Theatre in New York has created a new approach to advertising for this Pathe Cinema Art Theatre that is particularly suited for this type of operation. Her basic chamois directed to the intellect of the reader. The second of a series of this type of ad appeared in the "New York Times" of Nov. 24.

The idea alone of a new approach for advertising is as refreshing as a long, cool drink on a hot, humid day in July. This kind of ad should be tried in large cities of the nation.

•

Edwin Miller in the November issue of "Seventeen" highly recommends Hal Wallis's "Career." This splendid film about stage struck people has a superb cast with Shirley MacLaine, as a producer's daughter, Dean Martin an opportunistic director, Carolyn Jones an agent and Anthony Franciosa an actor in search of himself.

•

Stanley Kramer's "On the Beach," which tells how radioactive fallout in 1964 brought an end to the world, was selected by Florence Somers of "Redbook" as the picture of the month for December.

•

"Aren't We Wonderful," the Film Alliance film released by Film Representatives, receives a laudatory review in the November issue of "McCall's."

In Richard Marek's opinion "it is an ironic chronicle of the German people from 1913 to the present. And it is a bitter, frank, penetrating look at Germany of to-day and the shameful moral state of a country that seems bent to the whims of moneyed strength without a thought to the ethical implications of its action."

WALTER HAAS

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Kerasotes for Block Booking Up to Five Film

(*Continued from page* 1)

all of his five films, either by negotiation in closed situations or by bidding, if necessary, in competitive situations, the producer would be enabled to average out his profits and losses over all the films in the package.

"I would insist," Kerasotes said, "only that all the films in that package either be completed or be in actual shooting, so the star, story and sales values of the product can be properly assessed."

Kerasotes said that under such a procedure the producer "no longer would be dependent upon the income of the first film before he could make the second; the gross of the second film before he could make the third. He could plan for a year at a time, selling his merchandise to us as a group, buttressed by the knowledge that he no longer sinks or swims on each individual picture.

"The producer is encouraged to make more pictures, distribution costs on handling the package, as against individual films, are reduced, and we, the exhibitors, get more pictures," Kerasotes said.

TOA currently is working to develop a fire insurance and workmen's compensation program, which, when completed, should save participating members "a great deal of money" by comparison with ordinary premiums, George Roscoe, TOA's director of exhibitor relations, told the delegates in another convention address.

Roscoe said TOA hopes to have this new insurance ready in the near future.

Other Services Discussed

Discussing other services which TOA is prepared to accord members, Roscoe cited an information bulletin now being issued every two weeks instead of once a month; film release information, a Business Builders report on successful promotion campaigns, a directory of foreign films and their distributors, a group life insurance and travel insurance, and listings of recorded music in the public domain for use during show breaks without necessitating a license either from Ascap or BMI. The services of both Herman Levy, TOA general counsel, and of Roscoe are available to TOA members also, the convention was told.

Roscoe reported that with 26 state and regional associations now affiliated with TOA, the membership growth is continuing and is expected to include about 30 before the end of 1960. "Exhibitors," he said, "are finding the TOA program of ration orderly approach to production a distribution, and our insistence th harmony within our industry is t keystone to progress, to their likir We shall continue that approach b cause we sincerely believe that t days of name-calling and wild accus tions are over. We feel that we c accomplish more by sitting down wi the film companies and not only la ing our cards openly and candic on the table, but also recognizing th Hollywood has problems, too."

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► DECEMBER

AA—THE PURPLE GANG: Barry Sullivan
AA—RAYMIE AND THE BARRACUDA: David Ladd, John Agar
COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
MGM—WRECK OF THE MARY DEARE, c, cs: Gary Cooper, Charlton Heston
PAR—LI'L ABNER, c, vv: Peter Palmer, Julie Newmar
20-FOX—BLOOD AND STEEL, rs: John Lupton, Ziva Rodann
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UNI—OPERATION PETTICOAT, c: Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

► JANUARY

AA—THE HYPNOTIC EYE: Jacques Bergerac, Allison Hayes
COL—SUDDENLY LAST SUMMER: Elizabeth Taylor, Montgomery Clift
COL—WHO WAS THAT LADY?: Tony Curtis, Janet Leigh
COL—THE GENE KRUPA STORY: Sal Mineo, Susan Kohner
MGM—THE GAZEBO: Glenn Ford, Debbie Reynolds
PAR—A TOUCH OF LARCENY: James Mason, Vera Miles
20-FOX—SEVEN THIEVES, c, cs: Edward G. Robinson, May Britt
20-FOX—THE STORY ON PAGE ONE, cs: Anthony Franciosa, Rita Hayworth
20-FOX—THE ROOKIE, cs: Tommy Noonan, Pete Marshall
UA—HAPPY ANNIVERSARY: David Niven, Mitzi Gaynor
UA—A DOG'S BEST FRIEND: Bill Williams
UA—GUNFIGHTERS OF ABILENE: Buster Crabbe, Judith Ames
UNI—OTHELLO, c: Russian film
UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Mijanou Bardot
WB—CASH McCALL, c: James Garner, Natalie Wood

► FEBRUARY

BV—TOBY TYLER, c: Kevin Corcoran, Henry Blevin
COL—OUR MAN IN HAVANA: Alec Guinness, Burl Ives
COL—MAN ON A STRING: Ernest Borgnine
COL—BABETTE GOES TO WAR: Brigette Bardot
MGM—HOME FROM THE HILL, cs, c: Robert Mitchum, Eleanor Parker
MGM—THE SUBTERRANEANS, cs, c: Leslie Caron, George Peppard
PAR—JACK THE RIPPER: Lee Patterson, Eddie Byrne
PAR—THE BIG NIGHT:
PAR—CIRCUS STARS, c: Russian film
20-FOX—SINK THE BISMARK, cs; Kenneth More, Dana Wynter
20-FOX—WILD RIVER, cs, c: Montgomery Clift, Lee Remick
UA—ON THE BEACH: Gregory Peck, Ava Gardner
UA—TAKE A GIANT STEP: Johnny Nash, Ruby Dee
UA—THE PUSHER: Kathy Carlyle, Felice Orlandi
UA—VICE RAID: Mamie Van Doren, Brad Dexter
UNI—HELL BENT FOR LEATHER, c: Audie Murphy
UNI—FOUR FAST GUNS: James Craig, Martha Vickers
WB—THE RISE AND FALL OF LEGS DIAMOND: Ray Danton, Karen Steel
WB—RACHEL CADE, c: Angie Dickinson, Peter Finch

Disney, B. V. Sales Meet In Hollywood Dec. 7

From THE DAILY Bureau

HOLLYWOOD, Nov. 30. — Sales and promotional plans for the Walt Disney-Buena Vista production-distribution program of six top budget attractions to be released through Christmas, 1960, will be formulated at a series of conferences starting Dec. 7 at the Disney Studios in Burbank. The Disney films set for release during the coming year are: "Toby Tyler," "Kidnapped," "The Sign of Zorro," "Pollyanna," "Swiss Family Robinson" and "Jungle Cat." The product line-up represents an estimated $16,000,000 negative cost, the company said.

Conference Planned

Walt Disney, chairman of the board; Roy Disney president; E. Cardon Walker, advertising and sales vice-president; Joe Reddy, publicity director, and other studio executives will confer on the six-picture program with Irving H. Ludwig, Buena Vista president; Lou Gaudreau, executive vice-president; Ned Clarke, foreign sales manager; Charles Levy, ad-pub director; James O'Gara, Eastern division manager; Jesse Chinich, Western division manager; Leo Greenfield, assistant Eastern division manager; Howard Hein, assistant Western division manager; Mike Poller, short subject sales manager; Emmet Cashman, playdate manager, and Joe Flynn, contact approval manager.

Executives of Empire Universal Films Ltd,, distributors of Disney productions in Canada will attend.

Regional Heads to Attend

Buena Vista district managers to attend with their sales managers are: Herb Schaefer, Northwestern; Mort Magill, Eastern; Ted Levy, East Central; Kenneth Laird, Southeastern; Douglas Desch, Southwestern; Harris Dudelson, Midwestern; Marvin Goldfarb, Rocky Mountain, and Don Conley, Pacific Coast.

New York advertising, publicity and exploitation personnel to attend are: Robert Dorfman, exploitation manager; Gil Pearlman, copy chief; Mike Hertz, art director, and publicist John Boone. The entire Buena Vista New York and branch office sales force will also attend the meetings.

Canadian Showmen Will Present Own New Award

Special to THE DAILY

TORONTO, Nov. 30. — Canadian showmen are to have a showmanship award of their own under a proposal adopted by the Motion Picture Industry Council of Canada at their annual meeting. The award, sponsored by the council, with the assistance of exhibitor and distributor groups, will be a grand award following quarterly selections.

All details have not been finalized, although there is a committee set up to deal with the issue. The winning campaigns will be used for discussion purposes at exhibitor meetings.

Survey Shows Color Wanted

(*Continued from page* 1)

film. First, of course, were the names of actors and actresses; second—rather surprisingly—was whether it was in colour. Third factor was the trailer; press criticism and word-of-mouth came well down the list.

The third chart indicated the factors influencing the enjoyment of a film. Overwhelmingly first was story value; stars came second, and, again surprisingly, photography was third. Spectacle, colour and wide-screen were well down the list.

The general attitude towards colour also gave surprising results. Colour was regarded as essential to musicals, travel and Biblical films, but many people actually preferred crime and mystery films to be in black-and-white.

Two in Each Type Shown

For the second series of experiments two films of very different type were shown in colour and black-and-white. Through the co-operation of Columbia and Technicolor, black-and-white prints were made of two colour films, "The Admirable Crichton" and "Gideon's Day." Members of an invited audience, unaware of the purpose of the showings, were asked to rate the entertainment value of the films.

"The Admirable Crichton" was thought to be very good by 49 per cent of people who saw it in black-and-white and by 59 per cent of those who saw it in colour. "Gideon's Day" was rated very good by 35 per cent of the people who saw it in black-and-white, and by 48 per cent of those who saw it in colour.

Color Liked for Itself

There was, Leeks indicated a 10 per cent swing in favour of a film simply because it was in colour. He suggested that the drop in attendances during the past two years may be associated with the reduction in the proportion of films made in colour, from 45 per cent in 1956 to 28 per cent during 1958.

One could not say, he concluded, that a single film made in colour would automatically attract more people; but the enjoyment of the film was going to be measurable by the desire of the audience to return to the cinema more than would otherwise be the case.

27 Out of 58 Upcoming Films Are in Color

Out of some 58 pictures tentatively scheduled by the major Hollywood distributors for release in the first four months of 1960, less than half, or 27, are in a color process, a survey of release charts showed yesterday.

The survey also disclosed that 20th Century-Fox and M-G-M are companies releasing more films in color in that period in proportion to those in black-and-white.

Fox Property

(*Continued from page* 1)

upon payment of $1,000 per day for such extension.

The contract to sell was also amended with respect to a portion of the property, for the construction of a luxury hotel. This would not affect more than 10 per cent of the studio property. As to such portion, the seller would take a 7 per cent second mortgage to be amortized within ten years, for the amount of the purchase price as to such portion, provided the first mortgage would not exceed two-thirds of the value of the land and the hotel, and that an equity investment would be made junior to the second mortgage of not less than $12,000,000. Such equity investment would be proportionately decreased if a smaller plot is taken for the hotel. Each of the two-year payments of $7,000,000 and the final payment of $5,980,000 would be advanced one year, shortening the 10-year period during which total payments should be made to 9 years instead of 10 years. The property covering the last payment would not be deeded to the buyer if the second mortgage on the hotel were in default.

Provision for Sewer-Building

To provide for additional trunk sewer facilities in existing streets which will be necessary to accommodate the development of the studio property, the buyer may defray the cost thereof from the purchase money up to $2,000,000 or the unreimbursed portion thereof from the municipality, and add such amount to the last payment of the property to be deeded under the contract to sell.

Great expense has been incurred by the buyer in preparing for the development of the property to date, and unforeseeable technical delays have taken place, it was stated. By the terms of the extension agreement the buyer releases all claims against the seller and thereby confirms to the Twentieth Century-Fox subsidiary the right to retain the $2,500,000 payment paid last May. The terms of the sale and lease back of approximately 75 acres of the property on which the principal studio buildings are located remain unchanged.

Wage Proposals in British Industry Hit

Special to THE DAILY

LONDON, Nov. 30.—Strong opposition to the latest CEA (Cinematograph Exhibitor's Association) and KRS (Kinematograph Renters' Society) wage proposals by NATKE's (National Association of Theatrical and Kine Employees) executive council is forecast by the union's general secretary Sir Tom O'Brien.

"Our branches are already up in arms against the CEA suggestion for a year's extension of the present agreement with very minor alterations in the working condition. The CEA will need to make a more realistic offer to us if peace in the industry is to be maintained."

"The KRS," Sir Tom added, "has declined to make a wage offer and its proposal to extend the current agreement by six months will certainly be rejected. If the CEA and KRS go on in this way they will be inviting serious trouble."

Sir Tom also referred to negotiations between the union and the producer associations. "The employers," he said, "are unduly complicating the position by proposing major changes in the working conditions."

Three Judges

(*Continued from page* 1)

dent of Theatre Owners of America and also is chairman of the industry research committee of the American Congress of Exhibitors. Marcus is a former president of National Allied and presently is serving as a member of the COMPO triumvirate. Seadler, MGM advertising executive, now heads the Advertising and Publicity Directors committee of the Motion Picture Association.

The contest is part of National Screen's 40th anniversary celebration. Focal theme of the contest is to highlight the importance of trailers to theatre operations. First prize will be $1,000 in cash; second $800; third $600; fourth $400, and fifth $200. Contest participation ended Nov. 27.

The judges will meet early in December and proceed with the designation of the five winners to be selected from among the many contestants who participated.

Theatre Reopening

(*Continued from page* 1)

nounced a Dec. 6 reopening date with the appointment of Milton Bryer as manager. Bryer, who has been out of the industry for the past ten years, formerly managed theatres in Akron and Bryan, O.

In Wellsville, the Liberty Theatre, owned by Vogel Brothers, Paul and Jack, which has been closed since last April, opens again on Christmas Day under a winter playing time schedule. Paul and Jack Vogel will operate the Liberty, which their father, Clarence Vogel, built in 1922, during an 18-week winter period. During the summer they will devote their time to the operation of their Ohio and Maryland drive-ins.

And from Oak Harbor comes word that Mr. and Mrs. Justine Knopp are reopening their Royal Theatre, only theatre in the town of about 2,500 population, for weekend operation.

'U' Sets Dividend

(*Continued from page* 1)

stockholders of record at the close of business Dec. 13.

Meanwhile directors of Decca Records, Inc., parent of Universal, yesterday declared a regular quarterly dividend of 25c. per share on the company's capital stock, payable Dec. 29 to stockholders of record Dec. 15.

"PILLOW TALK" IS OUTGROSSING ANY PICTURE EVER RELEASED BY UNIVERSAL

PRESS-TIME FLASH!
First sub-run (Cleveland) is sensational... bigger than 'Imitation of Life'

LOOK AT THIS HOLDOVER RECORD! 285 TO DATE!

8th week Palace, New York City

7th week United Artists, Chicago.

6th week Lafayette, Buffalo; Fulton, Pittsburgh; Joy, New Orleans; Denver, Denver; Capitol, Richmond; Music Hall, Seattle; Ontario, Washington; Century, Baltimore; Egyptian, Los Angeles; Palace, Akron; Ohio, Youngstown.

5th week Palms, Phoenix; Riverview, Norfolk; Ohio, Canton; Towne, Milwaukee; Golden Gate, San Francisco; Shea's, Erie; Metropolitan, Boston; Spreckles, San Diego; Kentucky, Louisville; Des Moines, Des Moines; Uptown, Salt Lake City; Cambria, Johnstown.

4th week Five Points, Jacksonville; Roxy, Kansas City; Fox, St. Louis; Arcade, Springfield; Palace, Stamford; Worth, Ft. Worth; Earle, Allentown; Loew's, Dayton; Grand, Atlanta; Hippodrome, Cleveland; Albee, Providence; Malco, Memphis; State, Minneapolis; Paramount, St. Paul; Manor, Charlotte; Palace, Rochester; Broadway, Portland; Palace, Dallas; Majestic, Houston.

3rd week Orpheum, Omaha; Warner, Worcester; Southern, York; Keiths, Indianapolis; Senate, Harrisburg; Keiths and Twin Drive In, Cincinnati; Miami, Miracle and Carib, Miami; Paramount, New Haven; Tower, Sacramento; Roxie, Oakland; Stanley, Philadelphia; State, Newark; United Artists, San Jose; Poli, Hartford; Lucas, Savannah; Virginia, Champaign.

2nd week Dawntawn, Mabile; Dan, Alexandria; Plaza, El Pasa; Dan, Shrevepart; Keiths, Lawell; Capital, Little Rack; Durfee, Fall River; Tray, Tray; State, New Bedfard; Fax, Visalia; American, Raanoke; Camerfard, Scrantan; Paramaunt, Amarilla; Wichita, Wichita Falls; Strand, Albany; Hollywaad, Eau Claire; Ohio, Lima; Madisan, Mansfield; Michigan, Jacksan and dazens mare.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 106 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 2, 1959 TEN CENTS

Up 10 Per Cent

UA 9-Month Earnings Hit $2,886,000

World Wide Gross Income $72,060,000 for Period

Net earnings of United Artists for the first nine months of 1959 reached $2,886,000 compared with $2,623,000 for the comparable period of the previous year, it was announced yesterday by Robert S. Benjamin, chairman of the board. The increase for the 1959 period was 10 per cent, he said.

At the same time it was reported that the board of directors has declared a regular quarterly dividend of 40 cents per common share, payable Dec. 29 to stockholders of record Dec. 11.

United Artists achieved world-wide gross income for the first nine months of 1959 of $72,060,000 as compared with $61,600,000 for the 1958 period.

The nine months net repre-

(*Continued on page 7*)

Pre-File New Bill on Licensing TV Programs

Special to THE DAILY

ALBANY, Dec. 1.—Assemblyman A. Bruce Manley, Republican of Chautauqua County, has pre-filed a bill, similar to the one he introduced at the 1959 session of the Legislature, for licensing by the Board of Regents of all television programs originating in New York State, with the exception of those "portraying sports, current events, pictorial news of the day

(*Continued on page 6*)

Edward Schreiber Is Assistant to Bush

Edward Schreiber, former advertising-publicity director for the motion picture industry's War Activities Committee, has been named assistant to Rodney Bush, 20th Century-Fox exploitation director, it has been announced.

Schreiber will fill the job vacated

(*Continued on page 2*)

TELEVISION TODAY—page 6

Columbia Building Future Manpower In All Operation Phases: Montague

Special to THE DAILY

CHARLOTTE, N.C., Dec. 1.—Building manpower for the future in all phases of operations is a basic part of Columbia Pictures' blueprinting program which has reshaped the company in the past two years. A. Montague, executive vice-president told a meeting of leading exhibitors in this territory today. Columbia, he said, is placing heavy emphasis on bringing young talent into the organization to insure a continuation of its ambitious distribution plans.



A. Montague

Montague's appearance before this area's leading exhibitors was another in a series of visits by top Columbia executives to every section of the country to outline

(*Continued on page 6*)

Sarra, Brylawski Named To Minimum Wage Unit

E. LaMar Sarra, vice-president of Florida State Theatres, has been appointed as the representative of Theatre Owners of America on the national minimum wage campaign committee to be named by Compo, Albert M. Pickus, TOA president, announced yesterday.

At the same time Pickus reported that A. Julian Brylawski, chairman

(*Continued on page 2*)

Business Editors Get MPA Product Report

Financial editors are told that the motion picture industry "is looking forward to 1960 with the greatest optimism ever," in a press story sent to them yesterday by the Motion Picture Association. The release marked the official start of the joint publicity campaign of MPA members to pro-

(*Continued on page 8*)

Johnston Code Defense For House Unit Feb. 2

From THE DAILY Bureau

WASHINGTON, Dec. 1.—Feb. 2 has been set as the date on which Eric Johnston, president of the Motion Picture Association of America, will testify before a House Post Office subcom-

(*Continued on page 8*)

Industry Pension Plan Medical Benefits Slated

From THE DAILY Bureau

HOLLYWOOD, Dec. 1.—Approval of a precedental plan to provide hospitalization and medical benefits for film workers retired under the terms of the Motion Picture Industry Pen-

(*Continued on page 8*)

REVIEW:

On the Beach

Stanley Kramer—United Artists

PRODUCED AND DIRECTED with the single-mindedness that makes a great motion picture, this extraordinary cinema document is loaded with plus values for the box office. Beyond the cast names, including Gregory Peck, Ava Gardner, Anthony Perkins and an unusual stroke of perceptive casting which gives Fred Astaire an opportunity of showing outstanding if not great talent as an actor, there is the provocative and challenging nature of the story which is bound to generate debate, a sure road to eager attendance.

The story is of the end of the human race and of the actions and reactions of a diverse group of people who know the time and place and

(*Continued on page 8*)

Confident

More Releases In Sight for '60, Hyman Says

Plans Two Drives Annually To Lick 'Orphan' Periods

There will be more pictures released in 1960 and more quality pictures than this year, Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, predicted yesterday on the basis of a just - completed survey of releases of nine companies for the first six months of 1960, and as far into the second half of the year as presently reliable data is available.



Edward L. Hyman

Hyman told a trade press luncheon at the AB-PT home office that while exact figures on 1960 releases are not available, present indications are that the total will run close to 300 pictures,

(*Continued on page 7*)

Hyman Replies to 'O.D.' Remark of Youngstein's

Edward L. Hyman, commenting on remarks about "orderly distribution" of quality product made by Max E. Youngstein, United Artists vice-president, at the recent annual convention of Theatre Owners of America in Chicago, pointed out that he has constantly urged in his o.d. campaign that exhibitors "go all out to promote

(*Continued on page 7*)

Rackmil, Aboaf Depart For Global Conferences

Milton R. Rackmil, president of Universal Pictures, and Americo Aboaf, vice-president and foreign general manager, will leave here tomorrow for Rome for a sales meeting there, the first of a series they will

(*Continued on page 8*)

PERSONAL MENTION

WILLIAM O'HARE, head of advertising-publicity for Valiant Films Corp., left here last night for Buffalo.

•

E. C. DEBERRY, executive assistant to Hugh Owens, Paramount vice-president, will be in Jacksonville and Charlotte this week from New York.

•

DICK SCHNEIDER, NBC-TV director, has returned to New York via TWA from the Coast.

•

ROGER WOOD, head booker for Capital Releasing Corp., Atlanta, has returned to his duties after undergoing surgery at a local hospital there.

•

JACK H. HARRIS, of Fairview Productions, who returned to New York this week from the Virgin Islands, has left for the Coast, with stops scheduled enroute at Salt Lake City and Denver.

•

JACK RIGGS, of Riggs Booking Service, Jacksonville, has returned there from Atlanta.

Cuba Sets Up Film Censorship Commission

From THE DAILY Bureau

WASHINGTON, Dec. 1.—Cuba has set up a film censorship commission, according to Commerce Department film chief Nathan D. Golden.

The Commission was set up in a law dated Oct. 7, Golden reported. It is composed of seven members, presided over by the Director of the Cuban Institute of Moving Picture Art and Industry. The Commission will review all films to be exhibited in Cuba and classify them as films approved for persons over 10 years of age, those approved for persons over 15 years of age, and those approved for persons of any age.

KNOW-HOW
EXPERIENCE
DEPENDABILITY
40th Anniversary
the BEST in
SPECIAL TRAILERS
NATIONAL SCREEN SERVICE

Schreiber

(*Continued from page* 1)

by Eddie Solomon, who recently resigned his post at Fox to become director of advertising for Embassy Pictures.



Edward Schreiber

In his new post, Schreiber will assist Bush in directing national exploitation activities on behalf of the film company and will coordinate activities with 20th's regional advertising and publicity managers, stationed throughout the U.S.

Prior to heading the War Activities Committee's ad-pub department during World War II, Schreiber was a member of Warner Brothers publicity department. In recent years, he was director of advertising and publicity for the Century circuit and headed his own public relations firm. His appointment is effective immediately.

Sarra, Brylawski

(*Continued from page* 1)

of the TOA national legislation committee, will serve ex-officio with the Compo committee "to give it the benefit of his knowledge of Washington and his many years of work on the minimum wage problem."

Pickus said he is pleased that the minimum wage campaign, "which TOA has been carrying on virtually single-handedly for the past several years," will now be handled on an industry-wide basis. The Compo announcement that it will undertake the campaign was made with his full agreement, he added, and he has pledged the full assistance of TOA.

TOA voted at its Chicago convention last month to continue the campaign this year because it felt Congress will pass a minimum wage bill and that the time to secure theatre exemption from the bill must be this winter.

Industry Credit Group Hears Videotape Report

A progress report on videotape in the motion picture industry was presented to the annual meeting of the Motion Picture Industry Credit Group here by Howard S. Meighan, executive vice-president of the Videotape Corp. of New York, Inc.

A record attendance of Credit Group members heard the videotape organizations viewpoint on how videotap and film can best serve the industry along specific lines for each.

Hudson Will Attend Allied States Banquet

Rock Hudson is expected to attend the Allied States Association convention in Miami Beach next week to accept his award as actor of the year, but recipients of three other Allied awards will be unable to be present, it was learned yesterday.

The other award recipients are Joseph R. Vogel, industry man of the year; William Wyler, director of the year; and Doris Day, actress of the year, none of whom will attend. It could not be learned yesterday whether Harold Mirisch, named producer of the year, will go to Miami.

Hudson, who is Miss Day's co-star in Universal's "Pillow Talk," will accept her award in her absence, and an executive from M-G-M is to be designated to accept for Vogel and Wyler, who directed "Ben-Hur."

The awards will be presented at the banquet concluding the convention on Wednesday night, Dec. 9.

'Pillow' Setting Records In Cleveland and L. A.

Universal - International's "Pillow Talk" is headed for the biggest gross in the history of the company in its current Los Angeles multiple-run engagement in three downtown theatres and 16 drive-ins and indoor theatres, the company said yesterday. This is the first Los Angeles sub-run break following the record seven week run at the Egyptian Theatre. "Pillow Talk" completed a first week in the sub-runs at $162,000 and started second weeks in all of them.

Meanwhile after having rolled up record weeks in its first sub-run break in the Cleveland territory, "Pillow Talk" is outgrossing "Imitation of Life" in its second Cleveland sub-run break with 18 theatres playing it. Figure for the week is $65,000.

'Havana' to Have World Bow in London Dec. 30

"Our Man in Havana," a Carol Reed Production for Columbia Pictures release, will have its world premiere in London on Wednesday, Dec. 30, at the Odeon Theatre, Leicester Square. The film will play a special engagement in London as the New year's attraction.

Carol Reed arrived here yesterday with the first print of the Cinema-Scope production, which is slated for release in the U.S. early next year.

Byrne to Meet Press

Jack Byrne, M-G-M vice-president and sales and distribution head, will meet with trade press representatives at a Sardi's luncheon on Friday to discuss "important developments at M-G-M of interest to the industry."

Staff Set Here fo Spanish Productio

Niels Larsen, Danish producer an packager of films for theatres and tele vision, said here yesterday he ha signed Jack Sher to prepare th screenplay for, and direct, "Evil Sun day," which will be produced in Spai with Richard Basehart and Eva Barto as its stars.

An eight-weeks shooting schedul for "Evil Sunday," a story with carnival setting, will commence ne month. The film is expected to be re leased next April.

Assistant on 'Jones'

Larsen, who assisted in the produc tion of "John Paul Jones" and othe films made in Spain, represents Spar ish financial interests and a team European producers. He has made h headquarters in Madrid the past fiv years.

The producer, who flew to Cal fornia last night with his wife, actre Pat Knight, today will begin talks i Hollywood for distribution of "Ev Sunday," for a projected comedy fea ture also to be filmed in Spain, and fo production of an American televisio series.

Has Written and Directed

Sher has written and directed "Fou Girls in Town," "Kathy O," and 'Th Wild and the Innocent." He has co laborated on screenplays for "Shane "Walk the Proud Land," and "Jo Butterfly."

T-L Dividend 30c

The board of directors of Tran Lux Corporation has declared an an nual dividend of 30c payable Dec. 1 to stockholders of record Dec. 9.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent o
BRITISH OVERSEAS AIRWAYS CORPORATIO
Flights from New York, Boston, Chicago Detroit, San Francisco, Montreal. Offices als in Atlanta, Dallas, Los Angeles, Miami, Phil adelphia, Pittsburgh, Washington, Vancouve Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holly wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Wasbington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and bolidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Reminder about the great trade showing Wed. Dec. 9



ALSO STARRING
NINA FOCH · DEAN JAGGER · E.G. MARSHALL · HENRY JONES Screenplay by · LENORE COFFEE and MARION HARGROVE Produced by HENRY BLANKE Directed by JOSEPH PEVNEY Music by MAX STEINER

ALBANY—Madison 2:00 PM
ATLANTA—Rhodes 10:30 AM
BOSTON—Capitol 2:15 PM
BUFFALO—Cinema 8:00 PM
CHARLOTTE—Dilworth 10:00 AM
CHICAGO—Century 10:15 AM
CINCINNATI—Esquire 2:00 PM
CLEVELAND—Vogue 2:15 PM
DALLAS—Palace 9:30 AM
DENVER—Ogden 1:30 PM
DES MOINES—Uptown 3:00 PM
DETROIT—Madison 10:00 AM
INDIANAPOLIS—Arlington 1:30 PM
JACKSONVILLE—Florida 10:00 AM
KANSAS CITY—Dickinson, Mission, Kansas 8:00 PM
LOS ANGELES—Fox Boulevard 1:30 PM
MEMPHIS—Warner 10:00 AM
MILWAUKEE—Warner 10:30 AM
MINNEAPOLIS—Park, St. Louis Pk 2:00 PM
NEW HAVEN—Dixwell, Hamden 2:00 PM
NEW ORLEANS—Fox 8:15 PM
NEW YORK—RKO 58th St. 10:30 AM
OKLAHOMA—Midwest 10:00 AM
OMAHA—Centre 1:30 PM
PHILADELPHIA—Logan 2:00 PM
PITTSBURGH—Manor 11:00 AM
PORTLAND—21st Ave. 2:00 PM
SALT LAKE—Centre 10:00 AM
SAN FRANCISCO—Alhambra 1:30 PM
SEATTLE—Music Box 10:00 AM
ST. LOUIS—St. Louis 2:00 PM
WASHINGTON—Ambassador 10:30 AM

"OPERATION PETTICOA
UNIVERSAL PRE-SEL
NATIONAL MAGAZIN

GUARANTEED PRE-SOLD BY UNIVERSAL

TO MAKE ITS IMPACT ON AN AUDIENCE IN EXCESS OF 104,000,000!



CARY GRANT



"OPERATIO

Co-starring

JOAN O'BRIEN · DINA MERR

GENE EVANS with DICK SARG

Directed by BLAKE EDWARDS Scree

GETS THAT SOLID WITH A BLOCK-BUSTER CAMPAIGN IN COLOR!



LIFE
★
LOOK
★
REDBOOK
★
SEVENTEEN
★
PARENTS'
★
TEEN
★
PHOTOPLAY
★
MODERN SCREEN
★
SCREEN STORIES
★
MOVIE LIFE
★
MOVIE STARS
TV CLOSE-UPS
★
MOTION PICTURE
★
MOVIELAND
& TV TIME
★
SCREEN STARS
★
SILVER SCREEN
★
MOVIE MIRROR
★
TV AND MOVIE
SCREEN
★
STARDOM

TONY
CURTIS



ETTICOAT"

in Eastman COLOR

ARTHUR O'CONNELL

Y SHAPIRO and MAURICE RICHLIN Produced by ROBERT ARTHUR

A GRANART PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

New TV Bill

(Continued from page 1)

or excerpts from the public press."

Network shows originating in New York City would be affected. The license fee would be $50 for each 30 minutes of program or fraction thereof.

Strong opposition to the measure is expected from commercial television, as was the case last winter.

"Events which have occurred since in the revelations of the rigging of television quiz shows simply point up the urgency of the legislation I propose," Manley said.

The Assemblyman stated he also would introduce a resolution for the creation of a committee to study juvenile delinquency. "Unrestricted programming of plays, movies and skits on television depicting a disproportionate amount of crime, sex, horror, terror, brutality and violence and their exploitation for the sale of product advertising is a contributing factor to juvenile crime and a basic factor in impairing the ethical and moral development of our youth and a clear and present danger to the people of the state," he declared.

This is the bill's statement of "legislative findings."

Would Name TV Division Head

The Regents would appoint a director of the television division. He, or when authorized by the Regents, the officers of a "local office or bureau" would "promptly" examine the "script, rehearsal or film of every proposed television program submitted to them."

Unless such a program or part thereof were "obscene, indecent, immoral, inhuman, sacrilegious or is of such a character that its exhibition would tend to corrupt the morals or incite to crime," a license would be issued.

Appeals to the Regents and to the courts are provided. Violations of the licensing provision would be a misdemeanor.

Fellows, McGannon Will Testify Before FCC

From THE DAILY Bureau

WASHINGTON, Dec. 1. — The National Association of Broadcasters has notified the Federal Communications Commission that NAB president Harold E. Fellows and Donald H. McGannon, chairman of the NAB Television Code Review Board, wish to testify at the FCC's hearings on broadcast operations to begin Dec. 7.

NAB Chief Counsel Douglas A. Anello, in a memorandum to the Commission, said Fellows "will address himself to the questions propounded in the Commission's Notice (of Nov. 16) as they affect the broadcast industry in general."

McGannon, he said, "will address himself to the aspects of self-regulation through the medium of the Television Code."

In addition to Fellows and McGannon, the NAB intends to present a witness who will cover self-regulation under the Radio Standards of Good Practice. Anello added: "As the hearing develops, it may be desirable and necessary to present other spokesmen."

The NAB also plans to submit a brief—either during or at the conclusion of the hearing—concerning the Commission's authority under the Communications Act.

musifex co
45 w. 45 st. n.y.c.
music for tv
series - spots
ci-6-4061-2

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

AFTER MUCH research and deliberation as to the needs of television today, a new firm, Nine, Inc. has been organized by Tom Naud, Dick Feldman and Jerry Seelan, prexy, veep and sec-treas. respectively. Formed to service top sponsors from the very inception of an idea to the broadcast of a finished program through the creative talents of its officers who have worked together on numerous successful programs including "Pat Boone Show," the trio is preparing a range of projects including a half-hour series by Gerald ("The Last Angry Man" and "The Lotus Eaters" author) Green, and a supernatural series titled, "The Others." . . . John Reddy's "exclusive" interview with Bob Hope whom he accompanied on a 10,000 mile trip to entertain GI's overseas last Christmas, is very humorously detailed in the December issue of "Readers Digest." . . . Last Sunday on the "NBChevvy Show" starring Janet Blair, the presentation of the old time radio stars, Spike Jones & his Ork, provided a large measure of nostalgia with his satire on the "Manhattan Merry Go Round" program which dominated the Sundy Nite (9-9:30 P.M.) air waves via NBCoast to coast from 1931 thru 1949. To us it was especially thrilling because this scribbler wrote the song in collaboration with Maestro Gus Haenschen. . . . "The Breakfast Club" ABCanary Anita Bryant, will guestrill on "Dick Clark's telecast Sat., Dec. 19, the gal's third such appearance in six months. . . . When a special program, "Television At Large" was shown last month to NBC-Affiliated station execs and adv. agency reps., the presentation of programming trends since 1950 was so effective that they recommended that the pix be NBColorcast to the general public. So the Cellomatic presentation, starring Dave Garroway, will be seen this Saturday (7-7:30 P.M.) and Sunday (1-1:30 P.M.) . . .

☆ ☆ ☆

One of the brighter lights in radio and TV, Fred Robbins, has been given an across-the-board evening series over WABC, Mon. thru. Sat. (7:30-9:55 P.M.) in addition to his daily afternoon platter-chatter show. Fred leaves for the coast next week to tape personal interviews with Hollywood top-notchers, returning Dec. 21. . . . Craig (Peter Gunn) Stevens was NBCocktailed yesterday afternoon in the Gotham Exec dining room at Rockefeller Plaza. . . . TVAR's first press conference to outline plans for its "Audience Dimension" project, takes place next Monday at their offices at 666 Fifth Ave. . . . Produced and directed by Marshall Diskin and Mary Laing, under the supervision of John Charles Daly, "Prologue 60," which carried off the Peabody Award last year, will again be ABChannelled Sunday, Dec. 27 (9:30-10:30 P.M.) Sponsored for the first time, it'll be co-presented by Sarah Lee Kitchens and Amour & Co. . . . One of the Nation's foremost jazz flutists, Herbie Mann will be featured on NBC's "Monitor" this week-end. On Dec. 18, Herbie flies to Africa for a series of Concerts sponsored by the State Dep't. . . . Marti Barris, young lark signed for a regular berth on the perennial NBChildren classic Sat. telceseries "Howdy Doody" is the daughter of Harry Barris and Loyce Whitman, latter a recording star in her own right and the former, one of Pops Whiteman's famous "Rhythm Boys" (composed of Barris, Morton Downey and Bing Crosby.) . . . A top ciggie sponsor offered Elvis Presley 25 grand to endorse this firm's product on teevee but Elvis nixxed the offer with "I don't smoke." . . . Jim Lowe has a perfect disguise for Arthur Murray were he to appear on "Masquerade Party"—to come as a wall flower. . . . Ronald Reagan and Bess Myerson will describe and narrate the "Tournament of Roses" parade next New Year's Day TVia ABC. . . . Vaughn Monroe has been pacted for an additional 3 year deal as the "voice of RCA." The former Ork Pilot-Warbler has already served a six-year hitch as "good-will Ambassador." . . . The Sunday, Dec. 13 "Frank Sinatra Special" for Timex, which will be ABChannelled will co-feature Peter Lawford, Hermione Gingold, Ella Fitzgerald, the Hi-Lo's, Red Norvo and Juliet (Can-Can) Prowse. . . .

Columbia

(Continued from page 1)

the company's release program or 1960, "The Year of the Big C."

Montague said that the policy of training new personnel is being ried out "in depth and in width," tending to every area of the compa "While it is vital that we build n stars," Montague stated, "it is equ important that we train new pro cers, directors, writers, technici and sales and promotion person By providing a continuing supply creative manpower, we are not c guaranteeing our own future but are fulfilling a major responsibility the entire industry.

Points to 'Our Own Studio'

"The fact that we are maintain our own studio makes it possible us to carry out this program in Ho wood. We are able to provide a p of executive and technical speciali superably equipped to aid our in pendent producers in all product areas.

"The encouragement of young tal is being carried out in all other partments as well. Our home off training program is similar to the o employed by the largest corporati in the country. Every year, top gr uates of a leading university are lected for special management tra ing. The program covers all phases distribution and is aimed at devel ing the leaders of tomorrow.

"We are also extremely proud our growing list of young contr players, further evidence of our k sense of industry responsibility. A we are not just signing players for sake of paying lip service to the for fresh faces. They are getting promotional build-up and the st making roles. Some of our biggest p ductions of the coming year feat new talent in important roles."

Cites 'Promising Newcomers'

Montague pointed out that althou the Columbia roster of independ producers includes many "all-time money-makers," there are also so of the most promising newcomers enter production in recent yea These include producers who ha risen from the ranks, or have co from other entertainment fields.

Following his talk here tod Montague left for Atlanta.

Academy Judging Tod

HOLLYWOOD, Dec. 1.—Demo strations of 19 technical achievemer submitted for the 32nd annual Acad my Awards consideration will beg tomorrow night before members of t Scientific or Technical Awards Co mittee, and subcommittees, of t Academy of Motion Picture Arts a Sciences.

C and G film effects, inc
HUGO A. CASOLARO MARTIN GOTTLI
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

rderly Distribution' eans 'Orderly Profits'

Edward L. Hyman, for the past eral years the industry's outstand- champion of and indefatigable rker for "orderly distribution" of ality product throughout the year, d yesterday it may be time to ange the name of his objective from rderly distribution" to "orderly ofits."

"Actually," the AB-PT vice-presi- nt said, "one of the most important nefits to be derived from realizing derly distribution' is an 'orderly dis- bution of profits throughout the ar'."

Hyman Replies

(*Continued from page* 1)

d sell the quality pictures released them in the 'orphan periods' in der to get the best possible results om every one."

Addressing a TOA convention show- anship session Youngstein said "I n sick and tired of appeals for order- distribution. You cannot have or- rly distribution without orderly ex- bition."

Hyman said he has received "un- alified endorsement of orderly dis- bution from distributors as well as hibitors" and that he has never re- rded it as a one-way street but had, fact, continually urged exhibitors do their utmost in the way of sell- g the product in order to encourage stributors to cooperate.

Sees Harmony on Increase

He remarked that he believes there greater internal harmony among all anches of the industry now than ere has been in many years. "I ould like to see it strengthened," yman said.

. A. Earnings

(*Continued from page* 1)

nts earnings of $1.73 per share on e 1,664,218 shares outstanding on ct. 3, 1959. This compares with net rnings of $1.58 per share for the st nine months of 1958, after ad- sting the shares then outstanding the number outstanding at Oct. 3, 959.

ardot Film Premieres o Help UN Refugees

Brigitte Bardot's new film, "Babette oes to War," will be premiered for e benefit of refugees under the man- te of the United Nations High ommissioner for Refugees, with pro- eds from world premieres going to NHCR, that organization announced sterday.

The film, produced by Raoul J. evy for Columbia Pictures, is being ade available to World Refugee ear Committees in 63 countries for nd raising campaign purposes, UH- CR added.

Hyman Sees Production-Hike

(*Continued from page* 1)

compared to about 230 for this year.

The definite information available to date, he said, shows 193 pictures already scheduled for 1960 release by seven distributors. This excludes Allied Artists and American International Pictures, whose release information was incomplete when Hyman compiled his schedule, but who are expected to release between them at least 35 or 40 pictures. Also excluded are reissues and foreign productions.

Hyman's list breaks down as follows: Columbia, 38; MGM, 23, including "Ben-Hur"; Paramount, 20; 20th Century-Fox, 32, including "Can-Can," but not including Associated Producers International (Lippert) releases; Universal, 29; United Artists, 24 (minimum); Warner Bros., 21; Buena Vista, six.

Some Schedules Incomplete

These are releases which distributors advised Hyman were definitely set for 1960 as of now. Several of the companies' schedules for the second half are incomplete. Hyman estimated that Allied Artists, which is planning to cut down on lower budget productions and to increase the number of its top quality releases, will have about 15 next year, and that AIP will have about 20.

Hyman said that he still does not consider quantity as important as quality; that if the distributors provide "an adequate supply" of quality releases on an orderly distribution basis throughout the year, the numerical total is of little consequence.

"I am positive," he said, "that the objective of all companies today is to make better quality films and more of them."

Discussing his continuing campaign for orderly distribution, Hyman said AB-PT and cooperating theatres across the land will be asked to conduct special promotion campaigns on quality pictures released in the second and fourth quarters. First and third quarters are good ones but the other two continue to be "orphan periods" and need the help of both distributors and exhibitors. To this end, he said, some 4,000 cooperating theatres will be asked to plan and execute special drives for the quality pictures released in those periods.

One Drive Now in Progress

This year, one such exhibitor drive was planned for the September to year-end period and is now in progress. Hyman said its success had been assured as early as October. The emphasis next will be on the April-May-June period next year and the final quarter again.

As part of the preparation for the second 1960 quarter drive, Hyman said he will visit Hollywood early in February and, as has been his custom over the past several years, will gather the fullest information possible at the time on new product. This will be incorporated in his customary "report from Hollywood," which he distributes to cooperating exhibitors, producers and distributors.

On March 17-18, AB-PT affiliates will meet at Kiamesha Lake, N..Y., where final details of the April-May-June theatre drive for quality releases will be completed. Hyman said affiliates will come to the meeting with specific campaigns, prepared on the local level, on an estimated 15 quality pictures which will be available during the drive period, "and we are very hopeful that exhibitors everywhere will carry on similar programs at the local level," he said. "AB-PT will furnish as much of the information as is possible," he added.

Two Campaigns Each Year

The second "orphan period"—September to year-end — will again be given the benefit of a similar drive, Hyman said, and this will be repeated from then on, two exhibitor promotion drives in support of quality releases in the "orphan periods" each year, instead of one, as heretofore.

"We believe we have demonstrated that there is nothing wrong with an 'orphan' period which cannot be cured by a reasonable amount of quality product and an all-out display of showmanship and drive," he said.

He will also distribute to theatres participating in the second and fourth quarter drives brochures incorporating proven profit-making ideas used successfully by affiliates in his supervision.

Hyman Reports Cautious Attitude on 70mm.

A cautious attitude toward productions in 70mm. is evidenced by both producers and exhibitors, according to Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president.

Hyman said yesterday that in discussing 1960 release schedules with distributors recently, several advised him they "are going slow" on use of wide screen. Many exhibitors have said the same about equipping for it, he added. AB-PT will have about 15 or 20 theatres so equipped.

"Some have the equipment but no pictures for it," he remarked.

New Oregon Theatre To Premiere 'Ben-Hur'

Special to THE DAILY

PORTLAND, Ore., Dec. 1.—"Ben-Hur" will be the attraction Jan. 20 at the official opening of the Music Box Theatre here, a new addition to the Hamrick Theatre Corp., which operates theatres in Oregon and Washington, Will Conner, Hamrick president, announced today.

Reserved seats for "Ben-Hur" in the new 600-seat house went on sale today, at roadshow prices. "Ben-Hur" will be screened 10 times a week, Conner said.



Pension Plan

(*Continued from page* 1)

sion Plan was voted today by the board of trustees of industry Health and Welfare Fund. Major provisions for benefits to qualified retirees, announced by board chairman Charles Thomas, are:

Hospitalization, a maximum of $610; surgery, a maximum of $400; anaesthesia, a maximum of $80; medical, in hospital, a maximum of $150, in a calendar year. Medical, out of hospital, a maximum of $100, in a calendar year; X-ray laboratory, a maximum of $50, in a calendar year.

These benefits will become available when the industry retirement plan goes into effect Jan. 1, 1960, subject to prior approval by the U. S. Bureau of Internal Revenue.

Financing for the hospitalization and medical program comes from a special fund created by employer contributions provided for in collective bargaining agreements between producers and unions. Contribution of one and one-half cents per hour worked or guaranteed is collected by the pension plan administrator, Mark Bushner. The fund will be administered by Henry Wadsworth, industry health and welfare fund administrator.

Retirees participating in individual company pension plans of Loew's, RCA, Technicolor and 20th Century-Fox, as well as those in the industry pension plan, will be eligible for special fund benefits, if they meet industry pension plan qualifications.

Rackmil, Aboaf

(*Continued from page* 1)

hold throughout the world in forthcoming months. They plan to confer with key company executives, leading exhibitors and the press.

Rackmil and Aboaf will impart details of U-I's new production schedule. Of the more than 40 films to be discussed, ten are already completed and soon to be released. The others are in various stages of preparation and production.

The European sales meetings will be held in Rome, from Dec. 3 to 6; Munich, from Dec. 7 to 9; and Paris, from Dec. 10 to 12. They will be followed by a Caribbean zone conference in San Juan, Puerto Rico, and a South American meeting in Rio de Janeiro, in January. A series of three Far Eastern meetings are also scheduled—the first one taking place in Tokyo early in March, followed by others to be held in Hong Kong and Manila.

MGM Sets 'Never So Few' Contest for Managers

A feature of Metro-Goldwyn-Mayer's promotion campaign for its holiday attraction "Never So Few" will be a theatre manager's contest for cash prizes totaling $2,300.

The contest, announced today, will have equal sets of prizes for large and small situations. Top prize in each category will be $500, second prize, $300; third, $200; fourth, $100; and fifth prize, $50.

Managers are to submit their promotion campaigns by May 31. They are to include tear-sheets from newspapers and local publications, reports of radio and television promotions, store windows, lobby displays, book tie-ins, and any other features of the local publicity and exploitation campaign.

The judging of the contest will be by representatives of the trade press and M-G-M.

On the Beach

CONTINUED FROM PAGE 1

inevitability of the end. The time is 1964, a few months after a push-button war and its resultant radio-active saturation has killed every living thing in the northern hemisphere. Australia, by a freak of weather and wind, is untouched. As the picture opens the U.S. atomic submarine Sawfish, commanded by Gregory Peck makes port in Melbourne.

At a welcoming party given by Peter Holmes, lieutenant in the Australian Navy, and his wife Donna Anderson, Peck meets Ava Gardner, driven to alcohol and sex by the fate that awaits the race. They are attracted to each other but Peck cannot make himself believe that his wife and children whom he left safe at home before the war, are dead. Contrastingly, Miss Anderson, mother of Perkins' infant daughter cannot bring herself to believe there is no hope.

Cooperating with the Australian Navy, Peck embarks on a cruise to northern waters to test the slim hope that the radioactivity is subsiding and that Australia may be saved. Assigned to go with him is Astaire, bitter and cynical scientist who helped develop the hydrogen bombs which have destroyed the world; and Perkins as liaison officer.

Astaire's instruments find no evidence of subsidence. The submarine pauses at San Francisco, where a seaman deserts even knowing that he will die within a week, and investigates mysterious radio signals emanating from San Diego. The signals prove to be accidental, a transmitter left on with the key open, and the ship returns to Melbourne.

GARDNER AND PECK now find love together but Perkins finds that Miss Anderson has retreated into a world of unreality under the strain.

First effects of the oncoming radioactive cloud are felt earlier than expected. The men of the Sawfish vote to sail for home to face death there and Peck must leave Miss Gardner; Astaire locks himself in a garage with his racing car engine running; and Perkins calms his wife and persuades her to take the suicide pills issued by the Government for those afraid to face death by radiation.

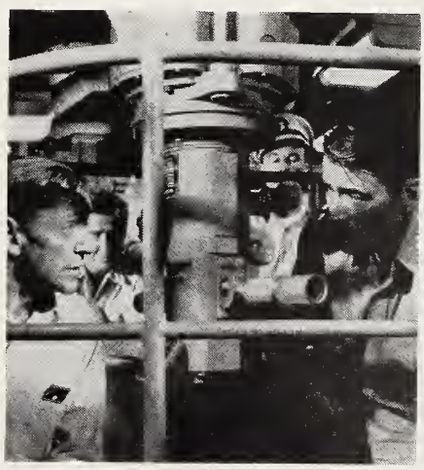
It is a grim and powerful story with the human values subordinated to the single overwhelming thesis of the danger of the hydrogen bomb. The only argument offered is the single one of death and despair. None of the characters act or react out of love of God or fellow-man. The love of one man for one woman is shown to be the standard of human values.

Ending on the note "there is still time" the picture has box office values. It is a slick production which bears Stanley Kramer's unmistakable toolmarks and is receiving a massive global promotion from United Artists.

Shot on location in Australia, and based on a best selling novel by Nevil Shute, it will be box office success around the world.

Running time, 133 minutes. General classification. December release.

JAMES D. IVERS





Fred Astaire, above left, as the British scientist, with Gregory Peck in the conning tower of the U.S. atomic submarine after their first look at a lifeless San Francisco. Above right, Ava Gardner greets Peck on his return from the fruitless cruise.

Slate Johnsto

(*Continued from page* 1)

mittee on the operation of the I duction Code Administration.

Johnston, who is expected to a vigorous report on the code's fectiveness, will be supported by te mony from Code Administrator Ge frey Shurlock, and from Gordon White, director of the Advertis Code Administration.

The hearing was announced by R Kathryn Granahan (D., Penn.), ch man of the subcommittee on po operations which had been study obscenity sent through the mails other related matters. Mrs. Granal announced some time ago that committee intended to follow up report of September, 1959, wh called on the motion picture and p lishing industries to consider sett up self-policing programs and to force existing programs.

Business Editors

(*Continued from page* 1)

mote top product for the coming ye

Meanwhile the MPA advertis and publicity directors committee meet tomorrow to continue plans the drive, which include the sembling of a press kit to be distrib ed to all cooperating publicity c mittees and exhibitor organizati The committee will hear reports fr its publicity-coordinating sub-comm tee and its radio and television s committee which have been work on various details of the campaign.

Si Seadler, newly elected chairm of the ad-pub committee, will pres at the meeting tomorrow which also take up promotion of the Ac emy Awards telecast.

The report to the business edit backs up the industry optimism w figures on box office grosses, wee theatre attendance, the quality next year's product, and the corr tion between audiences and popu tion growth.

The release lists nine films to promoted in the campaign: M-G- "Ben-Hur"; Columbia's "Crescend 20th-Fox's "Can-Can"; Warners' " Miracle"; Paramount's "The Race"; Universal's "Spartacus"; U ed Artists' "Solomon and Sheb Buena Vista's "Kidnapped"; and lied Artists' "Streets of Montmart

'Toby Tyler' Campaig Outlined in Boston

Special to THE DAILY

BOSTON, Dec. 1.—Buena V took over the Venetian Room at Sheraton Plaza Hotel today for exhibitor luncheon to present forthcoming Disney product and specifically announce the mid-Feb ary launching of "Toby Tyler," wh will premiere in 26 cities in N England during the winter school cation period. General sales mana Irving Ludwig was the toastmaster the luncheon for 100 exhibitors a circuit heads.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 107 NEW YORK, U.S.A., THURSDAY, DECEMBER 3, 1959 TEN CENTS

ITORIAL

60 Product Report

By Sherwin Kane

SMUCH as this industry pros-
rs or declines in relation to the
ength of its product, it was heart-
indeed to hear the report of
ard L. Hyman of American
dcasting - Paramount Theatres
ne industry's production outlook
960.

r the past several years Hyman
devoted many weeks of his time
nferences with production execu-
in Hollywood in order to obtain
nost complete information avail-
on current production and plans
he immediate future of all com-
es, and with distribution execu-
here on when the completed
uct will be set for release.

a result of weeks of Hollywood-
York conferences but recently
pleted, the AB-PT vice-president
rts that not only will there be
product available to exhibitors
960 than there has been this year,
it will include many more top
ity films.

am positive," he said, "that the
ctive of all companies today is to
e better quality films and more of
h."

•

yman reported also that 1959 busi-
in AB-PT's 500 theatres—com-
ng the largest theatre organiza-
in the country—has been ahead
958.

ecause of the diversity and dis-
ution of its individual operations,
ould appear to be a safe assump-
that AB-PT's business experience
year pretty well reflects that of
vast majority of the nation's thea-
owners.

ll of which adds to the somewhat
iderable evidence already at hand
the decline in theatre attendance
been halted and that the long
b back toward the top may, as
y keen industry observers believe,
nderway at last.

•

yman's main interest in the flow of
luct, as the industry by now is
aware, is his hope of bringing
ut, with the help of exhibitor co-
ration, an even distribution of
lity product throughout the year.
is hopeful of overcoming the
han" or slump periods that in
's past have overtaken theatres in
second and final quarters of the
r, and which may be explained by

(*Continued on page 2*)

Broadcasters Plan Action at Weekend To Tighten Industry Ad Standards

From THE DAILY Bureau

WASHINGTON, Dec. 2.—The broadcast industry told the Federal Trade Commission it would take action this weekend to tighten industry advertising standards.

Donald H. McGannon, chairman of the TV code review board of the National Association of Broadcasters, said the action would come at an NAB meeting Friday and Saturday, in advance of Federal Communications Commission hearings starting Monday on broadcast commercial and entertainment practices. The FTC met with top broadcasters today to discuss deceptive TV and radio commercials.

McGannon said it has been proposed that the industry set more rigid

(*Continued on page 7*)

Music Hall to Cite Grant As Top Star

Cary Grant will be named all-time favorite motion picture star and box-office champion of Radio City Music Hall in a special ceremony at 3 P.M. today in the office of Russell V. Downing, president of the Music Hall. An illuminated scroll will be presented to the star by Downing.

The ceremony will coincide with the premiere of Universal's "Operation Petticoat," the Music Hall's Christmas film and the 24th Grant film to play at the world's largest theatre.

To date, Grant has run up a total of 82 weeks playing time at the Music Hall. "Operation Petticoat" is expected to add another six or seven weeks to the total. Fred Astaire, with 48 weeks in 14 pictures, is his runner-

(*Continued on page 6*)

Eugene Arnstein Heads Welfare Fund Trustees

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — Eugene Arnstein, Allied Artists studio manager, yesterday was elected chairman of board of trustees of motion picture industry Health and Welfare Fund. He succeeds Charles Thomas, IBEW Local 40 business representative, and will take office at fund's first January meeting.

Other officers elected for next year are: John Zinn, alliance of television film producers, vice-chairman; Ralph Peckham, Local 729, secretary; and Edwin Hill, Local 44, vice-secretary. Henry Wadsworth is administrator.

Sillerman Resigns NTA Program Sales Post

Michael M. Sillerman, president of NTA Program Sales, yesterday announced his resignation from the company effective Dec. 31. His plans for the future will be disclosed after a brief vacation.

Sillerman joined National Telefilm Associates in February of this year when NTA acquired programs then distributed by Gross-Krasne-Sillerman, Inc. of which Sillerman was president.

New England Showmen Praise Conciliation

Special to THE DAILY

BOSTON, Dec. 2.—Although only a few exhibitors in the New England area have availed themselves of the conciliation meetings with local branch managers, those who have applied for it are unanimous in their praise for the cooperative attitude on

(*Continued on page 6*)

Approve Trustees for Loew's Theatres Stock

Orders approving the naming of trustees to take over stock in Loew's Theatres held by Nathan Cummings, Baldwin Securities Corp., and General Industrial Enterprises, Inc. were signed here yesterday by Federal

(*Continued on page 6*)

Talent School for Industry Planned at University City

Special to THE DAILY

CHARLOTTE, N.C., Dec. 2.—Plans for a talent school, for actors, writers, directors and producers in the motion picture industry were announced here by Abe Montague, executive vice-president of Columbia Pictures. "A stock company is being formed to establish this school," he said, indicating that it need not necessarily be in Hollywood but probably in a city which has a great university.

"It would probably attract students from all over the world," he added.

Meetings in London

Fox Stepping Up British Production

Investment in Three Films Totals $10,000,000

From THE DAILY Bureau

LONDON, Dec. 2. — Production plans for a film program involving an investment of $10,000,000 by 20th Century-Fox were discussed here today by Spyros P. Skouras, president, Murray Silverstone, head of 20th-Fox International, and Buddy Adler, ex-



Buddy Adler Spyros Skouras

ecutive production head. Pictures on the agenda included "Sons and Lovers," "Cleopatra," and "The King Must Die," all to be made at Rank's Pinewood Studios.

The executives also saw an early print of "Sink the Bismarck." Afterwards Adler said he felt it was "a

(*Continued on page 6*)

Increase of 6 Permits In French Film Pact

An interim arrangement on import licenses with France gives American distributors 116 release licenses there for the year beginning last July 1, Motion Picture Export Association directors were advised at their meeting here this week.

The licenses compare with 110 available to American companies in the preceding year, when both RKO Radio and Republic Pictures were in the agreement. While the two are not included in the new arrangement,

(*Continued on page 6*)

TELEVISION TODAY—page 7

PERSONAL MENTION

GEORGE WELTNER, Paramount vice-president in charge of world sales; JEROME PICKMAN, vice-president for advertising-publicity, and JOSEPH FRIEDMAN, exploitation manager, have arrived on the Coast from New York and Chicago.

•

ROGER H. LEWIS, United Artists vice-president in charge of advertising-publicity, will leave New York at the weekend for Miami.

•

J. H. THOMPSON, president of Motion Picture Theatre Owners of Georgia, and head of Martin & Thompson Theatres, Hawkinsville, has returned there from Atlanta.

•

ROTH HOOK, circuit operator in Alabama, is recuperating at Monroe General Hospital, Key West, Fla., following an automobile accident.

•

BUD CHALMAN, of ABC Enterprises, Jacksonville, has returned there from Atlanta.

•

STEPHEN BOSUSTOW, president of UPA Pictures, will arrive in New York from the Coast today on the first stop of a nationwide tour in behalf of "1001 Arabian Nights."

•

FRANK MERRITT, theatre owner of Birmingham, Ala., is hospitalized at the Ochsner Clinic, New Orleans.

Coast Production Up; 32 Films Now in Work

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — Production activity took an upswing this week as eight films got underway, bringing the total to 32 pictures before the cameras. Two were completed.

Started were: "Aladdin and the Giant" (American International Pictures—Anglo Amalgamated co-production); "Cimarron" (Metro-Goldwyn-Mayer); "Psycho" (an Alfred Hitchcock production), and, "Under Ten Flags" (a Dino De Laurentiis production) for Paramount release; "From the Terrace" and "Sons and Lovers" (Company of Artists production) for 20th Century-Fox; "The Boy and the Pirates" (Bert I. Gordon production) for United Artists; "Portrait in Black" (Universal-International production).

Completed were: "The Adventures of Huckleberry Finn" (Samuel Goldwyn, Jr., production for Metro-Goldwyn-Mayer); "Young Jesse James" (API Picture for 20th Century-Fox).



ITALY Honors Vogel: Joseph R. Vogel, left, president of Loew's, Inc., which filmed "Ben-Hur" in Italy, yesterday received the rank of Commander in the Order of Merit of the Republic of Italy from Ruggero Farace, Italian consul general. The honor is one of the highest that Italy can bestow on a citizen of another country, and was given Vogel for his contribution to the Italian film industry.

AB-PT Capital Stock Reduction Registered

Special to THE DAILY

ALBANY, Dec. 2. — American Broadcasting - Paramount Theatres, Inc. has registered a certificate of capital stock reduction from $11,494,020 to $6,488,660. Executed by Leonard H. Goldenson, as president, and Jerome B. Golden as secretary, the certificate stated the reduction resulted from the elimination of 250,268 shares of 5 per cent preferred stock, at $20 par value. These had been reacquired by purchase of the corporation and had been retired.

The present capital stock consists of 74,433 shares of preferred at $20 par value and 5,000,000 shares of common at $1 par value.

Thyssen Visits Buffalo For 'Terror' Premiere

Special to THE DAILY

BUFFALO, Dec. 2.—Actress Greta Thyssen will be here tomorrow for the world premiere of "Terror Is a Man" at Shea's Buffalo Theatre. In addition to Miss Thyssen, the film also stars Francis Lederer and Richard Derr.

"Terror" is a Lynn-Romero Production and is being released by Valiant Films Corp. as a combination with "The Scavengers," which stars Vince Edwards and Carol Ohmart.

MPAA Board to Meet

A meeting of the board of directors of the Motion Picture Assn. of America has been scheduled for next Tuesday, Dec. 8.

Aaron Nadell, Writer, Technician, Dies at 58

Aaron Nadell, radio and motion picture sound technician, died yesterday morning at Queens General Hospital following a sudden respiratory attack. He was 58 years old. A marine radio operator, he entered the field of motion picture sound in its early days and was on the technical staff of the New York Paramount Theatre for a number of years.

Wrote for 'Herald'

He wrote extensively for publication, contributing regularly to *Motion Picture Herald* through the 1930s. He edited the current edition of *Richardson's Bluebook of Projection* and was the author of two books on these technics.

He is survived by his wife, Helen, and a brother, Gerald. The body will be cremated following a brief service at 1 P.M. today at Gutterman Funeral Home, Church and Flatbush Ave., Brooklyn, N. Y.

'Black Orpheus' to Bow At Plaza on Dec. 21

"Black Orpheus," winner of this year's Cannes Film Festival grand prize (the Golden Palm Award), will have its American premiere at the Plaza Theatre on Monday, Dec. 21, it was announced by Lopert Films, distributor of the picture.

Filmed entirely on location in Rio de Janeiro in Eastmancolor, "Black Orpheus" has been selected by France to be their official entry in the 1959 Academy Awards competition as "the best foreign film of the year."

EDITORIAL

(*Continued from page 1*)

the release of fewer quality pict... at those times.

Accordingly, he has planned ... is encouraging special theatre c... paigns for all quality productions ... leased in the "orphan" periods. T... he points out, will mean, not only ... orderly distribution of product, ... "an orderly distribution of pr... throughout the year," as well.

We believe that the success of ... man's efforts will help retain atte... ance gains recorded during the ... year and will aid further recov... They are deserving of the suppor... both exhibitors and distributors.

College Ad Drive for Paramount's 'Abner'

A national college advertising c... paign for Panama-Frank's "Li'l ... ner" has been set by Paramount ... tures in more than 300 major sch... publications. Beginning early ... month, ads on the film will break ... every college newspaper with a cir... lation base of 2,500 or more, assur... a national readership of 3,000,000.

The "Li'l Abner" college newspa... ads highlight an "accent on you" ... promotion. Special screenings of ... film have been scheduled for h... school and college students throu... out the country, as well as intervie... with Al Capp, creator of the con... strip, and cast principals. Hundr... of fraternities and sororities are r... ing Sadie Hawkins Day celebrati... and participating in other stunts t... in with "Li'l Abner."

Famed DeMille Stars Attend Theatre Bow

A group of some of the most famo... stars who have appeared in Cecil ... DeMille's earliest productions, will ... guests of honor at the dedication ... the new DeMille Theatre here ... Tuesday on the occasion of the wo... premiere of "Behind the Great Wa... in AromaRama.

Redwing and Princess Juanita, st... of "Squaw Man," DeMille's first fil... Jacqueline Logan, femme star of t... classic "King of Kings" and "Fo... Paradise," and Shannon Day, featur... in "Forbidden Fruit," will be amo... the socialites, celebrities, civic offici... and industry notables who will atte... the debut of the film.

Albany V.C. Affair

ALBANY, N. Y., Dec. 2. — T... Variety Club will hold the first of ... series of "premiere screenings" in ... State St. quarters Friday night. A... mission for members, wives and gues... will be $1.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fech... Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Holl... wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, ... Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio... Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310... Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe... Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye... as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon... class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10...



OLUMBIA PICTURES presents

YUL BRYNNER KAY KENDALL





a STANLEY DONEN production

"once more,





with feeling!"





OPENING
N FEBRUARY
it
RADIO CITY
MUSIC HALL

TECHNICOLOR®

with GREGORY RATOFF Screenplay by HARRY KURNITZ based on his play · Produced on the New York Stage by MARTIN GABEL and HENRY MARGOLIS · Produced and Directed by STANLEY DONEN Associate Producer, PAUL RADIN

In the west they do what Easterners do...

GO FOR WESTERNS



For sheer entertainment, nothing beats a good motion picture!

What's more, country-wide, people react pretty much the same. Mostly they like Westerns. If the story is good; if the stars are competent; if the photography really *has it*, they talk and—*young and old—flock to the box office!*

In other words, the better the picture the better the box office.

That's why close co-operation with the Eastman Technical Service for Motion Pictures is so important . . . why it pays to tap Eastman's background of experience—to check up on questions of film choice, production, processing. Offices at strategic locations. Inquiries invited.

It's what's on the screen...and what people say about it...that counts





ion Picture Film Department
MAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 East Randalph Drive
Chicaga 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hallywaod 38, Califarnia

Fox in Britain

(*Continued from page* 1)

great world market picture and the type of film Fox should produce at the British studios.

The three men will leave for Paris tomorrow, with Skouras and Silverstone then to continue on a European tour and Adler returning to America, following conferences on production needs for 1960.

Adler said he plans in the future to make six trips to Britain annually to coordinate the company's British-American line-up.

Approve Trustees

(*Continued from page* 1)

Judge Edmund L. Palmieri. Disposition of the stock was required under the consent decree separating Loew's, Inc. from Loew's Theatres.

Approved as trustee for the Cummings stock was the City National Bank and Trust Company of Chicago and for the others the American National Bank and Trust Company of Chicago.

Trustees must in turn dispose of the stock within six months from December of 1960. In the meantime they have sole authority to vote it "in the best interests of the company."

Music Hall Honors

(*Continued from page* 1)

up. Prior to today's presentation, Grant will make a traditional backstage call to see Florence "Mom" Anderson, the Music Hall's veteran 77-year-old wardrobe mistress, whose 62 years in show business will be saluted on a nation television program Dec. 9. Grant's friendship with "Mom" dates back to Hippodrome days when she knew him as Archie Leach, a young stilt-walker.

Pre-File Bill Amending N.Y. Discrimination Law

Special to THE DAILY

ALBANY, N. Y., Dec. 2. — Senate Minority Leader Joseph Zaretzki, of New York, has pre-filed a bill amending the executive law, to make a detailed listing of "places of public accommodation," for the purpose of supervision by the State Commission Against Discrimination, and to prevent violations thereof.

"Motion picture houses" and "theatres" are among some 30 places of public accommodation specifically listed.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

REVIEW:

Goliath and the Barbarians

American-International

HARTFORD, Dec. 2

THE RECENTLY-STATED declaration by James H. Nicholson and Samuel Z. Arkoff that American-International is intent upon becoming the industry's "ninth major" is supported by this Standard Production, starring the American Steve Reeves of Joseph Levine's "Hercules" fame.

This is a Nicholson and Arkoff presentation, produced by Emimmo Salvi and directed by Carlo Campogalliani, from an original story by Salvi and Gino Mangini, and screenplay by Mangini, Nino Stress, Giuseppe Taffarel and Campogalliani. Moreover, it has a musical score by American Les Baxter. An additional exploitation note: the album is available on AI Records).

In all, "Goliath and the Barbarians" figures to take good care of itself in not only those situations accustomed to American-International releases but in many heretofore non-AI-booking showcases. It has been accorded top-tier productional values, effective acting, and a scope befitting grade A product.

Thundering across the screen their banners of infamy flying and shaking the earth with their onslaught, wild barbarian horsemen by the thousands sweep into the peaceful valley and the rape of another city begins. From this forceful opening, "Goliath and the Barbarians" builds compellingly.

The time is the Sixth Century, the place Italy, the main characterizations a young nobleman (Reeves) who defies the barbarians; Chelo Alonso, daughter of a barbarian duke; and Bruce Cabot, king of the barbarians. For those customers who will recall Cabot from the old stateside days, his particular portrayal evolves as one of surprising histrionics. He's aged, true, but the part necessitates a grimness that a younger Cabot, perhaps, couldn't possibly project logically, entertainingly. The part could conceivably open new acting vistas for this international player.

Primary story plot has Reeves defying the invaders, latter torturing him through awesome ordeals. The resourceful redoubtable hero strikes out at his would-be conquerers, brings peace to turmoil. He rides off triumphantly.

Miss Alonso, incidentally, performs two dances—one a sword dance in banquet hall splendor, the other a wild, untamed fire dance at night in an open courtyard, her bare feet stamping into the ground. Livio Lorenzo appears as an Army general, Luciano Marin as a sadistic cut-throat whose consuming passion is hatred of Reeves, and Arturo Dominici, a barbarian combining ruthless leadership and man-of-integrity.

Running time, 83 minutes. General classification. Release, in December.

A. M. W.

French Film Pact

(*Continued from page* 1)

Walt Disney Productions has been added to it.

The French licenses will be allocated to the companies through MPEA in accordance with its master license formula. The agreement is expected to be placed on a permanent basis when a top-level meeting of MPEA and French film officials is held shortly after the first of the new year. All aspects of the film situation will be discussed at that time.

The MPEA board also heard reports on the status of wage negotiations for Brazil film employes, which are continuing, and on negotiations for new rental terms in progress in Finland, Norway and Denmark.

Directors were informed that Sir Frank Lee, former head of the British Board of Trade, with whom Anglo-American film agreements are negotiated, has been appointed joint permanent secretary of the Treasury. No successor as head of the Board of Trade has been appointed yet.

'Gazebo' to Open in Hollywood December 18

M-G-M's comedy-mystery, "The Gazebo," starring Glenn Ford and Debbie Reynolds, will open an exclusive engagement at the Vogue Theatre in Hollywood on Friday, Dec. 18.

The film adapted from the Broadway hit, was directed by George Marshall and produced by Lawrence Weingarten for Avon.

Newsmen to See 'Beach'

Newspaper publishers all over the world will attend special screenings of Stanley Kramer's "On The Beach" as part of an international screening program for opinion-making groups and organizations. To implement the program, United Artists and the "On The Beach" global unit are organizing a publishers' committee composed of key publishers in the 18 major situations of the world where the UA release will have its simultaneous global premiere to be held on the evening of Dec. 17.

N.E. Showmen

(*Continued from page* 1)

the part of the distributors for a grea er understanding on both sides.

The first case here to be settle quickly and quietly was that of Julia Covitz, who operates a small sub-ru situation in Hyde Park. He receive relief on an availability problem fro United Artists and is now playing pi tures on availability that have bee passed by the Oriental Theatre i Mattapan.

A second and more complicate conciliation request was that of Julia Rifkin, owner of the Shipyard Driv In, Providence, R. I., who had aske United Artists and Warner Brothe to grant him relief from the practic of pursuing per capita deals on pro uct when the drive-in charges $1 p car. After local meetings with bran managers Harry Segal at United A tists and William Kumins of Warner both of which were "friendly but n fruitful," according to Rifkin, he to his problem to New York for furth discussions with the general sal managers of both companies.

'I Am Strongly in Favor'

"I had a most constructive thr hours of discussions with Charl Boasberg, general sales manager Warner's, Ralph Iannuzzi and K mins," said Rifkin, "and althou nothing is definitely settled as yet, am strongly in favor of conciliatio for exhibitors. My meeting with M ton Cohen, general sales manager United Artists and attorney Gera Phillips was also friendly and co structive. These intimate meetings b tween exhibitors and distributors which all avenues of problems fully explored for a greater unde standing on both sides can lead fruitful advantage. I can only prai the attitude of the distributors in th sincere desire to learn first hand these exhibitor problems. How bet can two points of view be fully e plored than this system of meeti face to face for open and sympathet discussions?"

Cite 'Sapphire' Directo

Basil Dearden, who directed "Sa phire," the Rank Organization thrill released here by Universal - Intern tional, has been voted the top dire torial award by the French Film C tics, according to word received he by U-I. The award was for his dire tion of "Sapphire."

Report First German Drive-In Theatre Opens

From THE DAILY Bureau

WASHINGTON, Dec. 2.—The fi German drive-in was scheduled open in mid-November just south Frankfurt, according to Commer Department film chief Nathan Golden. Golden said the theatre w designed for 1,100 cars, and wou have individual loudspeakers and, du ing the cold season, electric heaters.

PEOPLE

Ralph W. Pries, former chief barker the Philadelphia Variety Club and executive of Berlo Vending Co. in t city, has been named Pennsylia state chairman for the 1960 rch of Dimes. It will be his fourth r in that post.

□

Emanuel Friedman, who for the t eight years has been associated h the William Goldman Theatres, iladelphia, has been named man- r of the Riviera Theatre, Rochester, nit of the Schine circuit. The house being extensively refurbished.

□

Frank Sinatra and Eddie Cantor will ve on the honorary committee in special program for the Health Peace Dinner honoring Max E. ungstein, vice-president of United tists, to be held here on Dec. 14 at Hotel Biltmore.

□

Louis Carter, formerly with Warner others in Atlanta, has joined the oking department of Allied Artists ere.

□

Edward Cutler, salesman for Allied tists in Cleveland, has resigned his st to enter another field.

SIA to Make Film on our of Eisenhower

From THE DAILY Bureau

WASHINGTON, Dec. 2.—The U.S. formation Agency will make avail- le for showing in commercial thea- s overseas a color film of President senhower's coming 11-nation good- ill tour.

U.S.I.A. said the film would be re- ased in English and various foreign nguages early next month. The pic- re is being made for showing at S.I.A. posts, but in view of the ecial nature, will also be made ailable for commercial showing road, U.S.I.A. declared.

add Signs Radnitz

HOLLYWOOD, Dec. 2. — Robert dnizt has been signed by Alan Ladd a writer-producer contract for his guar Productions. Radnitz, who pro- uced "Dog of Flanders" for 20th entury-Fox, which stars David Ladd, ill deliver as his initial assignment s original story, "The Johnson Coun- War."

o Write 'Cleopatra'

HOLLYWOOD, Dec. 2. — Writer ale Wasserman has been signed by Walter Wanger to write the script for is production, "Cleopatra." 20th Cen- ury-Fox will release.

Wynn Rocamora Dead

HOLLYWOOD, Dec. 2. — Wynn ocamora, 52, actor's agent and di- ector of the Hollywood Bowl, was ound dead today, apparently from an verdose of barbiturates.

Harris, Dined, Outlines His $1,000,000 Offer

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — Jack Harris, producer of "The Blob" and "4-D Man," today was tendered a press luncheon at Universal, where he is currently negotiating for release of his forthcoming production of "Dinosaurus," a film will be made in CinemaScope and color early next year in the Virgin Islands.

Harris has concluded a four-month advance campaign, covering 30 cities, in behalf of U-I's "4-D Man," using as a space getter a guaranteed reward of $1,000,000 to anyone who can perform the same feat as the "4-D Man." The guarantee is covered by an insurance policy issued by Empire Mutual of Pennsylvania. The policy cost Harris $20,000, he said, for two-year premium coverage.

UPA Will Open New St. Louis Sale Office

From THE DAILY Bureau

HOLLYWOOD, Dec. 2.—The first new sales office to be opened in UPA Pictures' expansion program for sale of TV spots will be in St. Louis with Bert Somson as its manager, president Stephen Bosustow announced today.

Somson, whose 20 years experience in the animation field includes posts with Crosley Broadcasting Company and management of the Frederick W. Ziv Company in St. Louis, comes to UPA from MCP Film Distributing Co., where he had been executive coordinator. Somson leaves today for his duties in St. Louis.

Set 'Sheba' Contest Prize

A thousand dollars worth of hi-fi equipment will be awarded to the winner of United Artists' Treasure Hunt contest for the New York premiere of Edward Small's "Solomon and Sheba" opening at the new Loew's Capitol in late December. The treasure hunt will be a city-wide search for Solomon's gold Ring of Wisdom. Clues will be posted daily at Sam Goody Record shops throughout the city.

'Abner' Press Book

A special "showmanship in depth" press book has been prepared by Paramount Pictures for Panama-Frank's "Li'l Abner." A major portion of the promotional manual is devoted to the exceptional number of tie-up possibilities, including the Columbia Records soundtrack album, Ballantine Books' "The World of Li'l Abner," "Li'l Abner" noveltics and merchandise, etc.

Blanke for 'Arcady'

HOLLYWOOD, Dec. 2. — Henry Blanke's first production for Paramount will be "Affair in Arcady," it is announced by Jack Karp, studio head. Blanke will report to the studio early in January, following his current vacation in Hawaii.

Television Today

WGA Picks 39 Writers For 'Guild Playhouse'

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — Thirty-nine writers, whose scripts were chosen from 800 submitted for the Writers Guild Playhouse—first television anthology series in which writers will retain dramatic control of their shows—were named tonight in a special function at the Guild Building.

Their completed, half-hour teleplays were delivered to William Dozier, vice-president in charge of West Coast activities for Screen Gems, by Leonard Freeman, president of the TV-radio branch of Writers Guild of America, West, and chairman of the all-guild TV show committee. Screen Gems will produce the series with Harry Ackerman as executive producer.

Winners Are Guild Members

Winners are members of the Writers Guild of America, East, as well as West.

These 39 writers were given $250 option checks as initial payment against the $2,500 total purchase price for their scripts, and are also eligible for the $10,000 grand prize.

Kowalski New Member Of Fenady, Kershner

Special to THE DAILY

HOLLYWOOD, Dec. 2. — Fenady and Kershner, producers of feature pictures and teleseries, will hereafter be known as Fenady, Kershner and Kowalski, writer-producer Andrew J. Fenady and directer Irvin Kershner announced today.

In accordance with their policy of giving opportunity for young production people to develop in their ranks, the production unit of "The Rebel" teleseries starring Nick Adams has made Bernard Kowalski a member of the firm. Kowalski has directed three segments of "The Rebel" and will hereafter alternate with Irvin Kershner in directing for the remainder of the series.

Expansion Plans Told

The company's expansion plans include a new teleseries based on the life of California bandido Joaquin Murietta, and the production of feature motion pictures. Fenady and Kershner produced and directed and wrote "Stakeout on Dope Street" and "The Young Captives."

Benny 'Man of Year'

HOLLYWOOD, Dec. 2. — B'Nai B'Rith of Beverly Hills last night designated Jack Benny as their "Man of the Year" at a dinner in the Ambassador Hotel. Goodwin J. Knight, former governor of California, made the presentation of the plaque to the comedian before 1,000 attendees.

Ad Standards

(*Continued from page* 1)

requirements for accepting commercials which include demonstrations of product qualities. The NAB meet is also expected to tighten up the TV code on entertainment aspects of broadcasting.

FTC chairman Earl W. Kintner said broadcasters must work with government agencies to dispel "a pall of suspicion" which has fallen over the industry in the wake of scandals over TV quiz shows, disc jockey payments. and other items. Just to make sure, though, he indicated the FTC would push ahead with more complaints on deceptive TV advertising and would ask Congress to vote more money for program monitoring.

Top Executives Present

The top network officials at the meeting pledged industry cooperation. NBC president Robert E. Kintner, CBS president Frank Stanton, ABC Television Network president Oliver Treyz, and Mutual president Robert F. Hurleigh all insisted that their organizations do carefully screen ad matter on network shows.

Goddard, Morgan Sign As 'Fletcher' Co-Stars

From THE DAILY Bureau

HOLLYWOOD, Dec. 2. — John Goddard and Read Morgan have been signed by novelist television producer Frank Gruber as co-stars in his projected telefilm series, "Johnny Fletcher." Gruber, who is also president of Johnny Fletcher Productions, disclosed that over 30 million copies of the Johnny Fletcher series of books, which he wrote, have been sold and translated into 23 different languages.

Associated in the company with Gruber will be Jerry Nathanson, Jack Drucker and John Chudacoff.

Dedicate New Filmways Production Center Tues.

Filmways, Inc. will dedicate its new production center at Second Ave. and 127th Street here on Tuesday, Dec. 8. A reception will be held from 5 to 9 P.M., with invited guests to be transported from the Sheraton-East Hotel to the new studio by limousine.

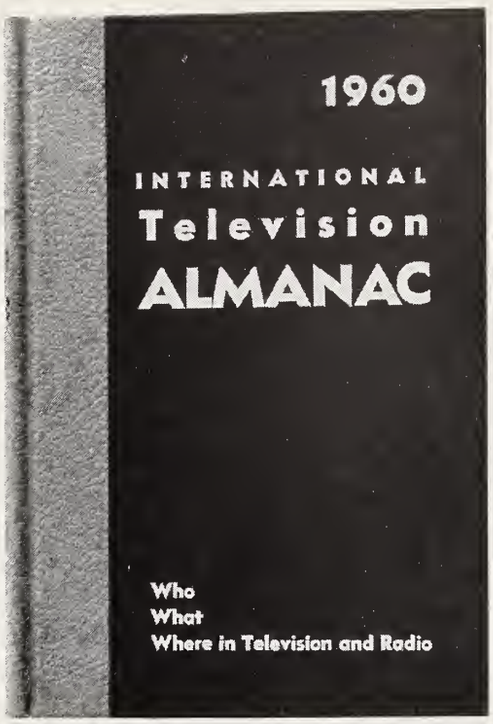
Among the guests will be Dorothy and Lillian Gish, for whom new sound stages in the studio will be named in tribute to their contributions to the cinematic art.

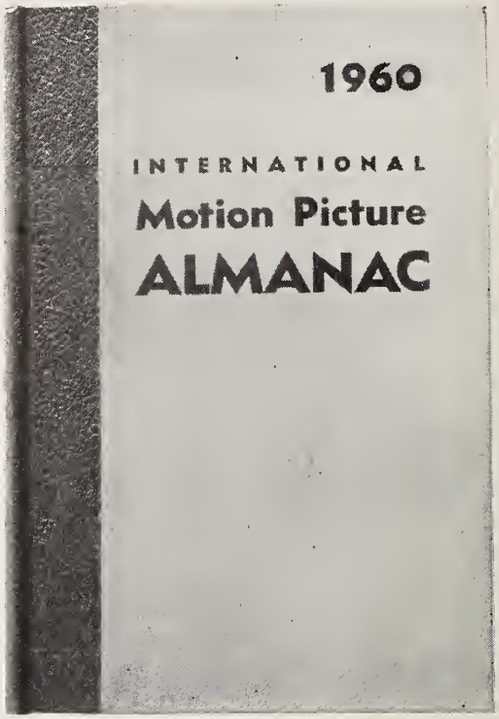
Telemeter Contract

HOLLYWOOD, Dec. 2. — Telemeter Magnetics, a subsidiary of Paramount Pictures, has been awarded a $400,000 contract to develop and manufacture a flight programming device for the Federal Government's aeronautics and space administration.

At your fingertips—

THE WHOLE BUSINESS WORLD OF THE SCREEN!





• *Now In Distribution* •

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

Order your copy today—use handy coupon below . . .

Price per volume $5

Both volumes $8.50

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1960 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACS ($8.50)
☐ Payment herewith

Date_____

NAME_____

ADDRESS_____

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 108 NEW YORK, U.S.A., FRIDAY, DECEMBER 4, 1959 TEN CENTS

Answer Simon

DoJ Stand on Adjustments Is Clarified

Can't Be Used to Rig Bids; Says Simon Missed Point

From THE DAILY Bureau

WASHINGTON, Dec. 3.—A former Government attorney completely missed the point when he criticized the Justice Department's willingness to allow distributors to make adjustments in competitive bidding situations, Department officials said.

They declared the attorney was ignoring the fact that Anti-trust chief Robert A. Bicks had emphasized the

(*Continued on page 4*)

Johnston Sees Hope of Tax Relief for Talent

From THE DAILY Bureau

WASHINGTON, Dec. 3. — The prospects of tax relief for motion picture talent with fluctuating incomes has been enhanced, Eric Johnston, president of the Motion Picture Association of America, said today. This comes about, he explained, by renewed attention to the problem by

(*Continued on page 4*)

FCC Orders Stations To Report on Payoff

From THE DAILY Bureau

WASHINGTON, Dec. 3.—The Federal Communications Commission ordered every broadcasting station to report promptly whether any payoff practices had figured in its operations during the past year.

The query covered both radio and TV stations. Sworn answers would have to be filed by Jan. 4, covering operations since Nov. 1, 1958.

Meanwhile, Federal Trade Commission chairman Earl Kintner disclosed his agency is making an intensive investigation of alleged payoffs by recording companies to disc jockeys. Kintner said "commercial bribery" has been recognized as a violation of the FTC act, involving unfair and deceptive trade practices.

MPA Product Campaign Gets Title: '1960–the Big Year of Motion Pictures'

The Motion Picture Association publicity campaign to promote top product jointly for the coming year received an official title yesterday—"1960—the Big Year of Motion Picture"—and further plans were made to get the entire program into high gear. The action was taken at the regular monthly meeting of the MPA advertising-publicity directors committee.

The MPA product drive got underway Tuesday with the sending of a press release to financial newspaper editors explaining the reasons for the industry's optimistic outlook for 1960. Ted Baldwin, MPA campaign coordinator, told the committee yesterday that numerous "breaks" on the story have been received already, including

(*Continued on page 7*)

Leve Named Head Of Fox West Coast

From THE DAILY Bureau

LOS ANGELES, Dec. 3.—The appointment of M. Spencer Leve as president of Fox West Coast Theatres Corp. was announced today by B. Gerald Cantor, president of National Theatres and Television Corp.

Leve succeeds John Bertero who

(*Continued on page 6*)

O'Donnell Memorial to Draw Industry Leaders

Leaders in every segment of the entertainment world will pay tribute to the memory of the late Robert J. ("Bob") O'Donnell, head of the Interstate circuit, at a memorial service to be conducted Monday at 3 o'clock

(*Continued on page 4*)

8 Distributor Suits Charge 'Bicycling'

Special to THE DAILY

SHREVEPORT, La., Dec. 3.—Eight copyright infringement actions were filed in Federal Court here today by motion picture distributors and copyright owners, charging unauthor-

(*Continued on page 4*)

Fit Cast to Spirit Of Story: Brackett

By SAUL OSTROVE

(Picture on page 7)

The major key to successful motion picture making is to select a cast that "fits the spirit of the story," Charles Brackett, producer of "Journey to the Center of the Earth," said yesterday.

Pat Boone, star of "Journey," represents the type of young, idealistically and religiously motivated hero that

(*Continued on page 7*)

TOA Renames Wolfson Finance Group Head

Mitchell Wolfson, president of Wometco Enterprises of Miami, Fla., and past president of Theatre Owners of America, will continue as chairman of TOA's finance committee, it was an-

(*Continued on page 2*)

Says Canadians Balk at Telemeter Programming; Novins Says 'Not So'

Special to THE DAILY

MONTREAL, Dec. 3.—There is strong evidence in Canada of public disappointment over announced programming content of toll-TV in Etobicoke, it was reported here today by Joseph Strauss, president of the Quebec Theatre Owners Association, an affiliate of Theatre Owners of America.

Strauss declared investigation indicates that solicitation by Telemeter for subscriptions to toll-TV has been meeting public opposition, and is far behind the promoters' schedule.

Part of this opposition, he said, is due to Canadian motion picture exhibitors distributing information to home TV set owners citing the expensive costs involved in the maintenance and operation of a toll-TV system in the home, Strauss said.

The Canadians feel, he declared, that the original promises that toll-TV would provide the best in entertainment at a reasonable cost does not coincide with announced plans. The great promises of new entertainment,

(*Continued on page 6*)

Board Meet

Allied Likely To Back ACE Conciliation

Dissatisfaction Seen, but Many Favor Longer Trial

Special to THE DAILY

MIAMI BEACH, Dec. 3.—Both the American Congress of Exhibitors and the industry conciliation process appear to have sufficient backers among Allied States' directors gathered here for their weekend, pre-convention meeting to win at least a resolution in favor of giving both more time in which to prove or disprove themselves before summary action is taken by Allied with respect to either.

This is not to say, however, that both ACE and conciliation will not come in for some outspoken criticism at both the board meeting and the

(*Continued on page 4*)

Vicom Lens Expanding Attachment Is Shown

Demonstration of the Vicom lens expanding attachment recently announced as a means of adapting lenses of medium focal length to the projection of large screen images in theatres of relatively short throws, was conducted here yesterday at the Warner theatre to about 50 projection engineers and members of the trade press. The attachment, called a visual image compensator, is being manufactured by Vicom, Inc., Rochester, N.Y.,

(*Continued on page 7*)

Approve Plan to Move Up "Oscar' Show Half-Hour

Plans to move up the Academy Awards telecast next year to a half-hour earlier than previously were approved yesterday by the MPA advertising-publicity committee.

This means that the program will be shown in the East from 10 to 11:30 P.M. and in the West from 7 to 8:30 P.M.

The committee also approved the production budget for the show.

PERSONAL MENTION

JOSEPH M. SUGAR, vice-president and general manager of Magna Theatre Corp., will leave New York on Sunday for the Coast.

•

DAVID A. LIPTON, Universal Pictures vice-president, will come to New York next Thursday from Florida.

•

LEONARD S. GRUENBERG, vice-president of NTA International, will leave here today for the Coast for "Windjammer" conferences.

•

MRS. LOIS CONE, secretary of Martin Theatres, Atlanta, has returned there from a vacation.

•

LEONARD ANDERSON, president of Leonard Anderson Associates, producers, has left here with MRS. ANDERSON for a tour of the West Indies.

•

GREGORY PECK and MRS. PECK will arrive in New York tomorrow from the Coast, and will leave here the same day for Europe.

•

M. B. HORWITZ, head of the Washington Circuit, Cleveland, has entered University Hospital there for a checkup.

•

LEX BENTON, of Benton Film Express, Atlanta, has returned there from Jacksonville.

•

G. Y. HARRELL, Jr., Southeastern field representative for Manley, Inc., is convalescing at his home in New Orleans following hospitalization.

•

WILLIAM STEEL, son of the late JEROME and DENA STEEL, owners of the Apollo Theatre in Oberlin, O., was married in Cleveland to ARLENE MARX. They will make their home in Oberlin.

'Pillow' Big in N. O.

NEW ORLEANS, Dec. 3.—Universal's "Pillow Talk" is now in its seventh week at the Joy Theatre here and breaking every record in the 14-year history of the house, according to L. C. Montgomery, president of Delta Theatres. Only road show attractions have been held in this city for such a long engagement before, he said.

WANTED

Experienced secretary and administrative assistant for top producer. Preferably a college graduate with motion picture experience. Free to travel. Dictation 125 P M. Call Miss Harden, Plaza 3-4500, Room 704.

'Marty' Big Success in Moscow, Says Shelton

From THE DAILY Bureau

WASHINGTON, Dec. 3.—"Marty," the first Hollywood motion picture to be shown in the Soviet Union under the U.S.-Soviet cultural agreement, has been extremely well received in Moscow, according to Turner Shelton, head of the International Motion Picture Division of the United States Information Agency.

Shelton returned this week from Moscow, where he represented the State Department in extending the agreement for another two years until January, 1962. He reported that when he left Moscow, some two weeks after the picture had opened, there were lines of people two and a half blocks long waiting for seats in the theatre.

Personnel-Exchange Considered

Shelton also declared that industry representatives from both countries are working on exchanging delegations of technical film personnel, with the first exchange expected this summer. The Russians have also arranged to send over additional documentaries, Shelton said, some of which will be selected for showing in this country. Exchange of technical personnel and documentaries are provided for under the terms of the agreement.

Columbia to Distribute 'Sappho, Lesbo Venus'

Columbia Pictures has completed a production - distribution arrangement with Documento Films under which Columbia will have world wide distribution rights to "Sappho, Venus of Lesbo," a CinemaScope and color spectacular to be produced in Italy next year by Gianni Hecht Lucari, president of Documento Films. The deal was set recently in Rome by M. J. Frankovich, Columbia vice-president, coordinating production in England and the Continent.

Lucari, currently in New York to sign formal contracts for the agreement, leaves for Hollywood next week to begin casting the film.

'Separate Classification' For 'Suddenly, Summer'

The National Legion of Decency has announced that it has rated the Columbia film, "Suddenly, Last Summer," based upon a Tennessee Williams story and produced by Sam Spiegel, as "Separately Classified."

The film originally had been denied a Production Code seal but when appealed to the Code review board here it was announced by MPAA that "an agreement on changes was reached between the producer and the PCA to bring it into conformity with the Production Code," and a seal was issued to it.

Rechetnik Named Editor Of Herald Round Table

Sidney H. Rechetnik, formerly a member of the Warner Bros. advertising and publicity department in New York, has been appointed editor of the Managers' Round Table section of "Motion Picture Herald."



Sidney Rechetnik

During his more than 25 years with Warners, Rechetnik has assumed many duties including press-book editor and exhibitor contact, director of short subjects publicity, editor of the company's house organ, creator of "The Hollywood Lowdown by Sid" newspaper feature service column, and trade press contact.

Emile L. Beaud Dies; Projectionist Since '17

Special to THE DAILY

NEW ORLEANS, Dec. 3.—Requiem high mass at St. James Catholic Church was celebrated here today for Emile Louis Beaud, 62, operator of the Southern Theatre Equipment Repair Service and projectionist at the RKO Orpheum Theatre for the past six years. Ill since July, he died at his home here on Monday.

In Union 42 Years

Beaud held a golden membership card in the New Orleans Moving Picture Machine Operators, Local No. 293, which he joined in 1917. He was the local's business agent since 1947, after being secretary for 10 years prior to that time. Officers and members of the local attended the mass today in a body.

The deceased is survived by his wife, Ruth, his mother and three sisters.

ITOA Luncheon for Max Cohen Postponed

The invitational luncheon of the Independent Theatre Owners Association of New York in honor of its board chairman Max A. Cohen has ben postponed in order to accommodate a larger turnout.

The event, which will mark Cohen's 50th anniversary in the motion picture industry, is now scheduled to take place in the Hotel Astor's North Ballroom on Dec. 15. Celebration was changed from Dec. 10 and its setting in the smaller East Ballroom.

TOA Rename

(*Continued from page* 1)

nounced by Albert M. Pickus, T president.

Pickus said he had enlarged t committee from six to eight memb by dropping himself from last yea committee, and adding George Kerasotes of Springfield, Ill., chairm of TOA's board; Samuel Pinanski, Boston, a past president of TOA, a Roy Cooper of San Francisco, n executive committee chairman.

Renamed from last year's comm tee to serve during Pickus' administ tion are three TOA past presiden Myron N. Blank, Walter Reade, J and Ernest G. Stellings; and Mort G. Thalhimer, Jr., a member TOA's executive committee.

Additional Members to Be Named

Primary function of the finan committee is to establish TOA's a nual budget and oversee its expend tures. Pickus and S. H. Fabian, TO treasurer, serve ex-officio. Pickus sa he will name additional TOA comm tees in the near future.

'Movie Month' Plan i Detroit Almost Ready

Special to THE DAILY

DETROIT, Dec. 3. — Plans a rapidly nearing completion by th Metropolitan Exhibitors of Detroit fo an all-out effort to publicize "Movi Month" in January.

The kickoff was a cocktail part and buffet for newspaper people, fo lowed by another yesterday for T and radio folk. About Dec. 15 ther will be a third for owners and manag ers of theatres involved.

The month-long promotion wi start with a proclamation by th mayor. The 50 member theatres, in cluding downtown first runs, have in vited all Detroit exhibitors to join in

Plan Supermarket Tie-in

Bob Solomon, advertising counse for the group, has in preparation a 30-page manual of suggestions for ex ploitation. One known highlight is a deal with a large chain of supermar kets to offer discount tickets to its customers. They call for a reduction in adult admission of 25c good Mondays through Thursdays.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT • TONY CURTIS
in **"OPERATION PETTICOAT"**
JOAN O'BRIEN • GINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

a new and very
startling approach
to mystery
on the screen!



A TRANS-LUX RELEASE

NUDE
in a white car

TRANS-LUX DISTRIBUTING CORP
625 MADISON AVE., N. Y. C. • PLaza 1-3110

U-I Sees $22,500 Gross For 'Petticoat' First Day

Universal - International yesterday afternoon estimated at $22,500 the first day's gross of "Operation Petticoat," Granart production which had its world premiere at the Radio City Music Hall. The box-office at 3 P.M., said U-I, was running some $600 ahead of "Auntie Mame," last year's Christmas picture at the big theatre.

In the first 20 minutes after the 9:45 A.M. opening yesterday, it was reported, 2,200 admissions were sold.



Cary Grant, named all-time favorite screen star and box office champion of the Radio City Music Hall, yesterday received a special scroll from Russell V. Downing, president of the Hall. Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures Company is at left. Grant's 24th picture to play the Hall—"Operation Petticoat"—opened yesterday as the Christmas picture to start the 84th week of playing time for Grant's pictures at the Hall. It is a Granart Production being released by Universal-International.

Allied Likely

(*Continued from page* 1)

convention, which will open at the Eden Roc here on Monday and will continue through Wednesday.

Considerable fault-finding with both is to be expected for, admittedly, conciliation's record to date is a spotty one insofar as many exhibitors are concerned, and there are just as many who believe that ACE has singularly little of significance in the way of accomplishment to show in its first year of existence.

Advantages Generally Conceded

Despite the fairly well spread dissatisfaction, however, even the harshest critics concede that there is always the possibility of some benefits being realized from both ACE and conciliation, and, therefore, they are deserving of more time to demonstrate their value.

Board or convention resolutions on the subjects might very well include mention of Allied's disappointment with the showings made to date, but would concede that they are better than nothing, and leave them with the hope that, given more time, they may prove more effective.

Many Allied directors arrived here during the week to get in brief vacations ahead of the meetings. A full roster is expected by tomorrow night.

In addition to ACE and conciliation the board's agenda is replete with other subjects, including a possible election of officers, for the Saturday-Sunday meeting.

Post-'48-Film Buys on Agenda

It will consider a proposal to purchase with exhibition funds "blockbusters" in the production-distribution companies' post-1948 libraries for reissue to theatres from time to time.

Another proposal calls for the establishment of Motion Picture Talent of America to keep talent costs at a reasonable level and thus help increase film supplies and avert high rental terms. The whole subject of legislation, toll TV and trade practices will be examined.

Normally the board does not elect officers until its annual meeting in January or February, but to accommodate Horace Adams, who for reasons of health has asked to be relieved of the presidency as soon as possible, the board may approve an election at this time. In that event, as previously reported, Edward Lider of New England Allied, is regarded by most directors as the most likely choice to succeed Adams.

Allied's much publicized "white paper" of the past two years appears to have no place on the agenda of either the board or the convention. If it has, it is not being mentioned publicly. Observers give the "white paper" program little or no chance of making progress in Congress in the next session, even should Allied revive it.

Myers Report Slated

The board will hear a report from Abram F. Myers, chairman and general counsel, on the interpretations of the industry consent decree given at Theatre Owners of America's recent convention by Assistant U.S. Attorney General in charge of the Anti-Trust division Robert A. Bicks. Effects of 70mm. sales policies and of city zoning plans like Pittsburgh's Censorship and minimum wage legislation also will be discussed.

O'Donnell Memorial

(*Continued from page* 1)

at the Lambs Club. Eric Johnston, president of MPA, will deliver the eulogy.

Among those who will be present are: William Caxton, president of the Lambs Club; Gilbert Miller, Bob Hope; Abe Montague, president of Will Rogers Memorial Hospital, Ned Depinet, Max A. Cohen, Herman Robbins, Richard F. Walsh, Si H. Fabian, Samuel Rosen, William J. German, Fred J. Schwartz, Joseph R. Vogel, Murray Weiss of Boston, John P. Byrne, Alex Harrison, Eddie Dowling, Edmund Reek, Bert Lahr, Frank Fay, Mickey Alpert, Bobby Clark, Jackie Gleason, Walter Pidgeon and many others in the motion picture, Broadway, television, radio and music branches of show business.

Distributor Suits

(*Continued from page* 1)

ized exhibitions by the defendant exhibitor of some 62 features, in disregard of license limitations under the exhibition contracts.

The alleged infringements are what were once known in the industry as "bicycling," the bane of distributors 30 or more years ago, but comparatively rare in recent years.

The complaints, separately filed by Loew's, Warner Bros., Universal, Columbia, United Artists, 20th Century-Fox, Paramount and Allied Artists, claim that the pictures licensed and booked by defendant The Joy Shreveport Theatres, Inc., for only its Joy Theatre, or only its Joy Drive-in Theatre, in Shreveport, were played at both houses; and that other pictures licensed and booked for designated playdates at one or the other of these houses, were unauthorizedly shown an extra day or days at the booked theatre.

The complaints ask the United States District Court to award minimum statutory damages of $250 for each infringement, as provided by the United States copyright law, which would aggregate a minimum of some $15,500 for the 62 copyrights in the lawsuits.

Complaints were filed for the motion picture companies by attorneys John C. Christian and John M. Madison of the Shreveport firm of Wilkinson, Lewis, Madison & Woods, with New York City attorneys Sargoy & Stein appearing as of counsel.

Birdwell on 'Alamo'

HOLLYWOOD, Dec. 3. — Russell Birdwell has been appointed director of all advertising, exploitation and publicity for Batjac's production "The Alamo," it was announced today by John Wayne.

Justice Dept

(*Continued from page* 1)

Department would okay only "b fide" adjustments and would not sa tion adjustments that amounted rigged bids.

Bick's stand, outlined to the Th tre Owners of America convention month, brought criticism from S mour F. Simon, former assistant at ney general in the anti-trust divis and now a Chicago alderman. I letter to Bicks, released to the pr Simon said the new policy of allow adjustments of terms after the run a picture obtained by competitive b ding would "negate whatever li validity there may be left in the c petitive bidding procedure as it been conducted in the motion pict industry."

Will Reply to Letter

Justice Department officials said mon's letter would be answered in c course. In the meantime, they sa the Department reiterates what Bi said—that adjustment of bids does violate the Paramount case cons judgments providing they are b fide adjustments.

"We certainly don't intend to adjustments be used as a device rig bidding," one official declar "What the exhibitor pays must s clearly be better than what the n bidder bid. Certainly films could be said to be licensed on their me if a distributor agrees with an exhi tor that he can put in any kind of b with the understanding it will later adjusted to somewhere above the n bid. We never intended that, and don't see how Simon could ha thought we did."

Johnston Sees Hope

(*Continued from page* 1)

the House Ways and Means Comm tee which originates all tax legisl tion.

"Those responsible for tax revisio now realize that there are gross i equities in the present system of ta ing fluctuating income," Johnston sai "This is particularly unfair to moti picture talent whose income may b high one year and much lower th next.

"Studies prepared for the Hou committee by tax authorities show th such persons could pay 30 to 80 p cent more in taxes than persons wit stable annual incomes of the sam amount.

Sees 'Opportunity for All of Us'

"The new awareness offers an op portunity for all of us who have bee concerned with this problem to inten sify the effort to have these tax re visions enacted," Johnston said.

Screen and stage stars and som outstanding athletes have been th hardest hit by existing laws.

Several bills aimed at correcting in equities on fluctuating income are t be introduced in the next session o Congress. Johnston said that the mo tion picture industry's friends in Con gress can be expected to give th most serious attention to these meas ures.



**"Trailers brighten
the box office picture.
That's why
I'm putting the spotlight
on trailers
during this
Once-In-A-Lifetime Tribute."**

Ben Marcus
Marcus Theatres Management Co.
Milwaukee, Wisconsin

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Freed to Produce Academy Program

From THE DAILY Bureau

HOLLYWOOD, Dec. 3. — Arthur Freed, veteran Metro-Goldwyn-Mayer producer and song writer, has been named producer of the 32nd annual Academy Awards presentations show, it was announced today by Valentine Davies, awards program committee chairman for the Academy of Motion Picture Arts and Sciences.

Freed will supervise production of annual academy awards show scheduled for Monday night, April 4. The show will be carried over the combined television and radio facilities of the National Broadcasting Co. and Canadian Broadcasting Co.

Freed also produced 24th annual Academy Awards presentation show in 1952.

Canada Telemeter

(*Continued from page* 1)

he said, which included sports, concerts, Broadway shows, ballets, and first-run moving pictures, has now dwindled down to subsequent-run pictures of undated vintage. This, in the opinion of Strauss, is more responsible for the slow-down in subscriptions than anything else.

Strauss said in his report that the most frequent complaint theatre owners have heard from set owners is that there has been a definite hedge on the part of Telemeter to commit itself on type of entertainment to be provided, delivery dates, and specific costs.

Delays Aid Theatre Men

The delays in the trial run of Telemeter from month to month augur well for the Canadian exhibitors in their opposition to toll-TV, Strauss said. Start of the tests, originally announced for the early Fall, were subsequently set back to December, and now are slated for January or February of next year.

Strauss declared "the public is not breaking down any doors to line up its sets for this toll-TV experiment."

Philip F. Harling, chairman of TOA's toll-TV committee, when apprised of Strauss' report, declared: "The Etobicoke experiment is developing along the same lamented lines as the Bartlesville test, and from all indications should end up the same way."

Information 'Erroneous,' Says Novins; Response 'Excellent'

"I don't know where the gentleman in Montreal got his information about our Telemeter operation in Toronto, but it couldn't have been from Toronto. Perhaps it came from North Manchuria."

This was the comment of Louis A. Novins, president of International Telemeter Co., on the Joseph Strauss statement.

"Actually, the response of Etobicoke residents within the wired area has been fabulous. About seven out of every 10 homes solicited are signing up. Although solicitations were started only two weeks ago, the total number of subscribers is about 700, and of course is increasing from day to day.

Says Results 'Better than Expected'

"The results are far better than we expected and we have conducted no campaign on the operation—merely a few announcements.

"Moreover, there has been no public announcement of the programming yet, so just how the public could register dissatisfaction to it in advance is not easy to comprehend."

ARE YOU AN UNPUBLISHED AUTHOR?

If you have a book length manuscript you would like to have published, our editorial staff would be glad to consider it. Our program has launched many new writers. Submit your work for free evaluation and further information. We consider all types of material: poetry, fiction, juveniles, personal memoirs.

GREENWICH BOOK PUBLISHERS
Atten: Mr. Fenner 489 Fifth Ave., N.Y.C.

REVIEW:

Take a Giant Step

Hecht-Hill-Lancaster—UA

A TENDER and perceptive story, tellingly enacted by some very promising new talent and directed with sensitivity by Philip Leacock, are the highlights of this translation by Hecht, Hill and Lancaster of a successful Broadway stage play. Johnny Nash, hitherto a name on the jukebox and rock and roll circuit, emerges as a young actor of great merit in the role of a 17-year-old Negro youth facing not only the problems of adolesence but of race integration in a society which has not been able to solve either.

Ably supporting him are Estelle Helmsley as the boy's perceptive and acidly comforting grandmother who understands him better than his parents and succeeds before she dies in convincing both them and him of their mistakes; Beah Richards and Frederick O'Neal as his parents with all the faults of normal parents plus a race consciousness which sometimes dims their perspective; and Ruby Dee as the family's young and attractive maid who in her own way helps Nash to grow up.

Dell Erickson, Dee Pollack, Frank Killmond and Sherman Raskin are Nash's white schoolmates and chums who drift away from him as adolesence and dating with girls raises the race barrier between them.

Julius J. Epstein produced and helped Louis S. Peterson, author of the stage play, translate the play to a film script. The story is characterization rather than action and becomes a moving cinema drama mostly through the interpretation given by Nash under Leacock's direction.

A sequence involving four prostitutes whom Nash meets when he runs away from home in terror and despair is overemphasized in the light of the boy's major problems and a similar sequence with Miss Dee lacks validity, but the principal theme of how Nash finds self-respect as a youth and as a Negro is powerful and valid.

Running time, 100 minutes. Adult classification. February release.

JAMES D. IVERS

Leve President

(*Continued from page* 1)

formerly held the post. Leve will also continue as vice-president in charge of theatre operations of National Theatres Amusement Corp.

Leve has been associated with NT&T and its subsidiaries for 31 years and has held the post of general manager of Fox West Coast Theatres, Northern California division manager, Southern California division manager, and district manager.

Promotion for 'Ripper' Is Outlined by Levine

From THE DAILY Bureau

HOLLYWOOD, Dec. 3.—The Crystal Room of the Beverly Hills Hotel was the scene today of a luncheon hosted by Joseph Levine to herald the sales promotional activity in connection with his forthcoming Paramount release of "Jack the Ripper." Two hundred exhibitor leaders in Southern California applauded Levine's showmanship in having representatives of *Look, Life, This Week* and other national magazines give reports on their circulation and dates of advertising coinciding with the opening of the film in February.

Among those present recognized by toastmaster George Jessel for brief talks were George Weltner, Paramount International sales chief; Jack Karp, Paramount studio head; Jimmy McHugh, composer of the title song that will give the film advance plugs via the disc jockey route, and Louella Parsons.

$1,098,566 to MPPC

HOLLYWOOD, Dec. 3.—The Motion Picture Permanent Charities 1960 campaign has raised $1,098,566 from 23,208 film industry employees to reach 97 per cent of the $1,132,769 subscribed in last year's entire campaign, Sidney Solow, MPPC chairman, announced today at the film charity's fourth and last official report luncheon.

WGA Support Growin In TV Film Dispute

The Writers Guild of Ameri armed with new support in its mands for participation of post-19 film to television, will convene in L Angeles this weekend for the se annual meeting of its National Co cil.

The WGA this week received couragement from the Internatio Federation of Associations of Fi and Television Writers, and from Association of French Film Autho according to Michael H. Frankl WGA, West, executive director. T Federation represents film and tele sion writers of Germany, Italy, A tria, Belgium, Spain, Jugoslavia, gentina, Mexico, Norway and E land.

The British Screen and Televisi Writers Guild announced recen that none of its members may wr for a struck American producer. this country, the Author's League America is also supporting WG position.

Will Discuss Agent Pact

The National Council reported will discuss the status of motion pi tures, TV film, live TV, radio and st contracts. Also on the agenda is t Guild's agreement with the age which is now at the contract-signi stage, the Guilds' television antholo show now ready for production, a the forthcoming annual televisi awards, Franklin said.

Matters relating to tax revision a copyright, and pertinent aspects of t Labor Management Reporting a Disclosure Act of 1959, also are sche uled for hearing.

Presiding at the meeting will Edmund L. Hartmann, national chai man. Speaking for WGA, West, in a dition to Franklin, will be its pres dent, Curtis Kenyon; Ken Englun president of the screen branc Leonard Freeman, president of th television-radio branch, and Melvill B. Nimmer, counsel.

Set 'Abner' Contest

Exhibitors can win a free, all-ex penses-paid trip for two to Hollywoo in a nation-wide "Li'l Abner an Daisy Mae Look-Alike Contest" be ing sponsored by Paramount Picture in conjunction with the Christmas re lease of Panama-Frank's "Li'l Abner." The contest, which is open to al exhibitors playing the musical befor Dec. 31, 1959, will start on the loca level, with each theatre conducting search for the boy and girl in thei city who most closely resemble Pete Palmer, as Li'l Abner, and Leslie Parrish, as Daisy Mae.

Show 'Journey' Tonight

Exhibitors, industry leaders, mem bers of the press and Hollywood per sonalities will be guests of 20th Cen tury-Fox at the Paramount Theatre here tonight for a special advance showing of "Journey to the Center of the Earth," CinemaScope, DeLuxe color adaptation of the Jules Verne adventure story.

IPA's Drive

(*Continued from page* 1)

e New York newspapers. In addi-n the *New York Times* and *Herald ibune* have promised to publish ekend stories, having delayed "so y can give the report a bigger y." Baldwin personally contacted w York business editors to plant story.

The second step in the drive l be the sending out of feature ries to general news desks through COMPO field committees now nting material locally in 146 key vspapers. The publicity coordinat- subcommittee, headed by Phil ard, has been working on this and sented a basic background sheet cussed and approved by the full mmittee yesterday.

All Films in Drive Covered

The sheet covers all the pictures in campaign, 27 in all, and will be t out today with stills from the s. Pictures are divided into groups pectacles, comedies, dramas, etc. m this general material a number spot stories can be written, it was nted out.

lso presented to the committee terday was an outline for a series follow-up stories on such themes 'year of the big spectacles," "stage ck" (referring to films made from vs), "best sellers," and the "light ch" (comedy) as well as fashion, el, and new talent angles. These now in the process of being de-oped by the Gerard committee, ch will meet again next Tuesday.

Radio-TV Group Reports

he committee also heard a report n its radio and television sub-com-ee, headed by Robert S. Ferguson, recordings which will be sent out ey radio stations around the coun-Some 15 one-minute spots are e made by George Suski Produc-s, which will itself absorb the rec-production costs. The cost to MPA then be only $1 per platter.

his sub-committee is also sending early next week a special mailing e to 5,000 disc jockeys and key o and TV contacts with scripts for gested "chatter" on their shows t films.

ow being worked on is material film stars appearing on national o and TV shows to promote the paign. It was noted that this may ffected by curbs now being placed he networks on commercials not ed to the sponsor of a program. said yesterday that it intended apply the rule of reason" in the er and would be willing to let star of a new film mention his re if his participation in the ven-was considered "newsworthy."

Allied States Tie-in Suggested

lso presented to the meeting yes-ay was a plan to tie-in the MPA paign with the convention of Al-States Association in Miami Beach week. If this goes through an uncement and details will be coming today.

he ad-pub group was informed that the MPA-ACE advertising questionnaires are still being processed and there were no new developments to report on the testing of the Ben Marcus business-building plan in three cities.

Si Seadler, chairman of the ad-pub committee, presided yesterday and those attending included Rodney Bush, Charles Cohen, Martin Davis, Ferguson, Gerard, Meyer Hutner, Fred Goldberg, Jeff Livingston, Lars McSorley, John Boone, Taylor Mills, and Baldwin.



Charles Brackett, left, producer of "Journey to the Center of the Earth," and Ira Tulipan, 20th-Fox publicity manager, at their press conference yesterday.

Fit Cost to Story, Says Brackett

(*Continued from page* 1)

was in the Jules Verne book on which the film is based, the producer said. He also believes that James Mason gives one of his best performances in this picture, revealing a humorous side that has not been given such range in his roles before.

Brackett described "Journey," which 20th Century-Fox is releasing, as an "attempt at an imaginative exploration" and not merely the addition of another link to the chain of science-fiction films. The film cost $5,000,000, he said, and exteriors were shot in Edinburgh, Scotland, and at Carlsbad Caverns, N.M.

Expressing himself on other industry matters, the producer said he hoped for further "liberalization" of the Industry Production Code, but he would not specify, under questioning, exactly what revisions of the document he would like.

Turning to the Academy Awards, Brackett, a former Academy president, called for "less sentiment" in the voting and for deletion of irrelevant material in future award telecasts.

'High Time' His Next

Under contract to 20th-Fox as a writer-producer, Brackett said his next project will be "High Time," a Carson Kanin story of a middleaged man who returns to college as a student. Bing Crosby will be the star and production will begin next month.

His projects for the first half of 1960, Brackett noted, are original stories, neither of them acquired from the legitimate theatre nor from successful books. However, he added, Broadway has and will continue to initiate productions which will find popular reception in Hollywood.

Accompanying Brackett at the press conference yesterday was Ira Tulipan, 20th-Fox publicity manager.

Vicom Lens

(*Continued from page* 1)

recently formed by Fred Aufhauser, for many years head of the Projection Optics Company, who conducted the exhibition.

With "Porgy and Bess" the current attraction, the Warner is equipped for 70mm, which primarily prompted the development. The demonstration presented a 70mm target film and a reel of the Goldwyn opera with a standard 6½-inch primary lens plus the Vicom attachment to reduce the effective focal length to the 3¼ inches required by the Warner picture size and throw. The latter totals only 68 feet.

Applied to 35mm. Medium

The compensator was also effectively applied to 35mm projection to show its capacity to improve brightness, especially at the sides. A 35mm target and a reel of "Omar Khayyam" were projected to a width of 32 feet, first with a 2-inch lens alone, then with a 4-inch lens combined with the Vicom attachment.

In another phase of the demonstration the effect of a focal length of only 1¾ inches was attained by using a standard 3½-inch primary lens with the attachment.

In all instances, primary lenses were by Bausch & Lomb, and the projectors Philips 70/35mm with Ashcraft Super Cinex lamps.



"OUR MAN IN HAVANA"

sneaked into

MANHATTAN (LOEW'S 72nd St.)

last night and

94.5% of the

Preview Cards

say Columbia's

"MAN" is TERRIFIC!



COLUMBIA PICTURES presents A CAROL REED PRODUCTION

OUR MAN IN HAVANA

starring

ALEC GUINNESS

BURL IVES • MAUREEN O'HARA • ERNIE KOVACS

NOEL COWARD • RALPH RICHARDSON • JO MORROW

Screenplay by GRAHAM GREENE based on his novel

Produced and Directed by CAROL REED

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 109 NEW YORK, U.S.A., MONDAY, DECEMBER 7, 1959 TEN CENTS

Annual Report

S. W. Theatres Income Shows Big Increase

Company Profit Is Doubled Over 1958—$4,812,000

Box office receipts at Stanley Warner Theatres showed an increase for 27 out of the last 32 weeks, with earnings higher in the 1959 fiscal year than those of the previous one. This contributed to a net profit for Stanley Warner Corp. and its subsidiaries for the fiscal year ended Aug. 29 that was more than double the profit for 1958, S. H. Fabian, president, anounced at the weekend.

Net profit for the year after taxes was $4,812,000 compared to $2,333,100 for 1958.

Fabian said the increase in box office receipts marked the first time in years they showed improvement for such a long period. He noted that it was achieved despite the fact that

(*Continued on page* 5)

Columbia Concludes Acquisition of B.M.I.

From THE DAILY Bureau

HOLLYWOOD, Dec. 6. — The Music Publishing Company, Broadcast Music, Inc., has been acquired by Columbia Pictures, it has been announced by Samuel J. Briskin, vice-president in charge of West Coast activities. The acquisition by Columbia of Broadcast Music, Inc., creates

(*Continued on page* 7)

Compo Minimum Wage Committee Completed

Completion of the COMPO operating committee that will conduct the campaign against new Federal minimum wage legislation was announced at the weekend by Charles E. McCarthy, COMPO executive secretary.

The committee consists of Edward

(*Continued on page* 7)

TELEVISION TODAY—page 6

M-G-M 'Not a One Picture Company' Byrne Says, Reporting 24 for 1960

Loew's M-G-M is not a one picture company and this industry cannot afford to be in effect a one picture industry. That was the starting point of Jack Byrne's announcement to the trade press Friday that Loew's will have an average of two important pictures a month available for exhibitors through '60. The Loew's vice-president and general sales manager was host at a luncheon at Sardi's at which he declared that the M-G-M studio is "on its way back to the supremacy it had always held in the industry."



Jack Byrne

As token of Metro's resurgence, now that the fabulous "Ben-Hur" is launched and happily on its way, Byrne, who was flanked by Burtus Bishop, assistant general sales manager; Si Seadler, eastern advertising

(*Continued on page* 6)

Johnston Warns on Film 'Punitive' Legislation

From THE DAILY Bureau

WASHINGTON, Dec. 6. — The motion picture industry faces in 1960 "a widening area of punitive legislation—from special taxation to state censorship," Eric Johnston, president of the Motion Picture Association, warned here today. There are no more

(*Continued on page* 5)

20th-Fox's New Ad Policy in Effect

Twentieth Century-Fox's policy of avoiding overt sensationalism in advertising is fully operative and will be evident in campaigns on current and future productions, Charles Einfeld, vice-president in charge of advertising-publicity, said on Friday.

Einfeld inaugurated the policy of de-emphasizing sensationalism in the company's advertising last October. Earlier, there had been considerable public criticism of some film adver-

(*Continued on page* 5)

Double-Unveiling for Fox's 'Journey' Held

Twentieth Century-Fox's "Journey to the Center of the Earth" was launched into national release in a simultaneous double-unveiling in Nashville, Tenn, and New York City Friday night.

The twin events included the world premiere in the Southern city, birthplace of Pat Boone, one of the film's stars. The other was a "sneak" preview at the Paramount Theatre here preceded by a special press dinner

(*Continued on page* 6)

Pre-File Bill Directing N. Y. Film Division To Classify Pictures at Time of Licensing

Special to THE DAILY

ALBANY, Dec. 6.—Senator William T. Conklin, Brooklyn Republican, has pre-filed a bill directing the State Education Department's Motion Picture Division, in licensing films, to classify them as suitable for "general patronage," "adults and adolescents," or "adults only."

The measure, similar to one which Senator Conklin and Assemblyman Luigi Marano, also a Brooklyn Republican, have sponsored at several previous sessions of the Legislature, likewise would require exhibitors when advertising the showing of such films to "note the classification." An amendment to Section 122 of the Education Law, the bill would take effect immediately.

Principal support for the proposal reportedly has come from the Catholic War Veterans and other Catholic groups in Brooklyn. Last winter some American Legion sentiment for it in that borough also was said to have been indicated.

Opens Today

Forecast Good Attendance at Allied Conclave

Constructive, Worthwhile Program Is Mapped Out

Special to THE DAILY

MIAMI BEACH, Dec. 6.—Reservations and early arrivals for Allied States' first annual combined indoor and drive-in theatre convention which will open at the Eden Roc Hotel here tomorrow indicate an attendance of



Ben Marcus



Edward Johnson

several hundred minimum, regarded as good to excellent.

Ben Marcus, general convention chairman, and Edward E. Johnson, president of Wisconsin Allied and convention co-chairman, indicated un-

(*Continued on page* 7)

Aim TV Code Revisions At Deceptive Practices

From THE DAILY Bureau

WASHINGTON, Dec. 6. — The Television Code was strengthened over the weekend by the addition of new amendments designed to protect the public and root out questionable practices over the air waves. The

(*Continued on page* 6)

O'Donnell Memorial to Draw Many from Afar

Washington and Texas, his adopted State, will have delegations at the special memorial service today at the Lambs Club, West 44th Street, at 3 o'clock, for the late Robert ("Bob")

(*Continued on page* 2)

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, and ROBERT S. FERGUSON, national director of advertising-publicity, will leave here today for Miami Beach to represent the company at the convention of Allied States.

•

GEORGE WELTNER, Paramount vice-president in charge of world sales; JEROME PICKMAN, vice-president in charge of advertising-publicity; SIDNEY DENEAU, vice-president, and JOSEPH FRIEDMAN, exploitation manager, will return to New York today from Hollywood.

•

A. W. SCHWALBERG, chairman of Citation Films, left New York at the weekend for Hollywood.

•

IRVING RUBINE, vice-president of Highroad Productions, has arrived in New York from the Coast.

•

MICHAEL J. LEVINSON, of United Releasing Organization, Los Angeles, was a visitor in Atlanta last week from the Coast.

•

SIR CAROL REED, producer-director of Columbia's "Our Man in Havana," returned to Hollywood at the weekend from New York.

•

ERNEST LEHMAN, screen writer, arrived in New York at the weekend from Hollywood.

MPPC to Aid Community

HOLLYWOOD, Dec. 6. — The Los Angeles Community Chest will receive about $660,000 from the 1960 Motion Picture Permanent Charities collection, Sidney P. Skolsky, MPPC campaign chairman, said today at a special Chest luncheon honoring the Permanent Charities at the Biltmore Hotel.



O'Donnell Memorial Today

(*Continued from page 1*)

O'Donnell, vice-president of Interstate Circuit, Dallas.

Gov. George D. Clyde of Texas is sending a specially appointed delegation of amusement, financial, political and business leaders to personally represent him at the memorial service which all friends of the late "Mr. Show Business" are invited to attend.

Robert Coyne, former special counsel for COMPO, is journeying from Washington with a delegation representing the federal government.

Texas Exhibitors to Attend

A delegation of theatre operators and personal friends and business associates, as well as representatives of a half-dozen fraternal and other Texas organizations of which he was a member, also will be in attendance.

Henry Plitt, of ABPT-TV, Hollywood, is heading a delegation of O'Donnell's friends from the West Coast who will also be on hand. Toots Shor, well known New York restaurateur, cut short a European vacation to attend.

Delegations representing the following organizations in the amusement industry will be present:

Variety Clubs of Texas, Washington, New York and other cities; COMPO, Texas COMPO, MPAA, New York Treasurers Club, Independent Motion Picture Theatre Owners of New York, Motion Picture Pioneers, Actors Equity Association, Radio-TV Broadcasters Association, Dramatic Guild, Screen Actors Guild, IATSE & MPO., Illustrators Club, Catholic Actors Guild, Episcopal Actors Guild, Authors League Of America, Association of Theatrical Press Agents and Managers, The Lambs, The Friars, Allied States Association of Motion Picture Exhibitors, ACE, American Federation of Labor-CIO, Metropolitan Motion Picture Theatre Association, ANTA, ASCAP and others.

Abe Montague, president of the Will Rogers Memorial Hospital and Research Laboratories, of which O'Donnell was board chairman, will head a large delegation of that institution's directors.

Eric Johnston, president of MPAA, will deliver the eulogy.

N. Y. Bill Would Ban Subliminal Advertising

Special to THE DAILY

ALBANY, N. Y., Dec. 6.—Assemblywoman Aileen B. Ryan, Bronx Democrat, has pre-filed a bill prohibiting subliminal advertising for commercial purposes. Inserting a new section in the Penal Law, the measure makes it a misdemeanor for a person, firm, corporation or association, or agent or employee thereof, to use subliminal advertising in selling or promoting "merchandise, real estate, securities, services or anything offered" by them.

Definition Spelled Out

Subliminal advertising is defined as an "advertisement, announcement or statement which is not consciously visible, consciously audible, or otherwise consciously perceptible." The bill, which would take effect immediately, is similar to one introduced in the 1959 session of the Legislature by Mrs. Ryan. It was not reported by the Assembly Committee on Codes.

'Porgy' in 32 Dates For Holiday Season

With the addition of the Elmwood Theatre in Providence, Samuel Goldwyn's "Porgy and Bess" will be playing 32 Todd-AO roadshow engagements over the forthcoming holiday season.

Twenty of the new engagements set by Columbia Pictures will open on Christmas or New Year's, with special holiday previews and premiere festivities scheduled.

Harling Reappointed Head of 2 TOA Groups

The reappointment of Philip F. Harling, executive of Fabian Theatres and assistant to the president of Theatre Owners of America, as chairman of TOA's pay-TV and Small Business Administration committees, was announced at the weekend by Albert M. Pickus, TOA president. Harling has held both positions since inception of the committees several years ago.

At the same time, Pickus also announced the reappointment of H. F. Kincey of Atlanta, president of the Wilby-Kincey Service Corporation, as chairman of TOA's film reviewing committee.

Serving with Harling on the pay-TV committee will be Arnold Childhouse of United California Theatres of San Francisco; Mrs. Nona White of Little Rock, Ark., president of the Independent Theatre Owners of Arkansas; Sumner M. Redstone of Boston, executive of Northeast Drive-In Theatres, and Mitchell Wolfson, of Miami, president of Wometco Enterprises.

Harling will work with president Pickus on the selection of members of the SBA committee.

Party for I.A. Official

CLEVELAND, Dec. 6. — Harland Holmden, IATSE international secretary and business agent of Local 160, returned to Cleveland last week for a party in his honor given by members of the local. He was presented a 50-year membership pin.

Granada Group Shows Sharp Profit Jump

From THE DAILY Bureau

LONDON, Dec. 6. — A sharp increase in trading profits for the year ending September, 1959, was reported at the weekend by the Granada Group, Ltd., operators of 60 theatres and the Northern Television Network. Consolidated profits were £2,108,562 ($5,903,973) as compared with £1,109,694 ($3,107,143). Net profit was £797,290 ($2,232,412) this year compared with £257,129 ($719,961) last.

The directors recommended a final dividend on the ordinary stock of 40 per cent, making 80 per cent for the full year plus a 25th anniversary bonus of 10 per cent.

Lewis Signs Tashlin For Five-Year Deal

From THE DAILY Bureau

HOLLYWOOD, Dec. 6. — Jerry Lewis has signed director-writer Frank Tashlin to collaborate with him on a series of adult fairy tales to be made over the next five years. Lewis will produce and star in the productions which will be made by his independent company for Paramount release.

"CinderFella," now in production, will be the first of the series. Other planned properties are "Robinson Crusoe," "Gulliver's Travels" and "Rumpelstiltskin."

The contract calls for Tashlin to write and direct two pictures annually over the next five years. Tashlin's present contract with Lewis calls for two more pictures following "CinderFella," and these are now part of the new deal. Tashlin also is under contract to 20th Century-Fox for one picture a year.

Allied Delegates to See 'Snow Queen' Today

Exhibitors and their families attending the Allied States Association convention in Miami today will be guests of Universal - International at an invitational showing of "The Snow Queen," U-I's full-length animated feature, which was previewed here recently before 2,000 children at the RKO 58th Street Theatre.

The Miami showing, Universal said, will be the first in a series of invitational screenings scheduled this month for Washington, Boston, San Francisco and Los Angeles. A Christmas release has been set for "The Snow Queen."

WB Re-Signs Sherman

HOLLYWOOD, Dec. 6. — Warner Brothers has exercised its option on the services of Vincent Sherman, now directing "Ice Palace," for the third year of his three-year contract.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Good looking...



The Fabulous Firework Family



Good looking *and good booking* from Terrytoons: Hashimoto-San, The Fabulous Firework Family and The Minute-and-½ Man. In CinemaScope and Technicolor. Distributor: Twentieth Century-Fox. Producer: Terrytoons, a Division of CBS Films Inc.

S. W. Theatres

(*Continued from page* 1)

"Hollywood has been making fewer pictures."

Stanley Warner, he added, "is in the forefront of discussions to convince the studios that they should embark on an expanded production program. Indications are that Hollywood is planning to yield to the theatre industry proposals and to reverse the declining trend of production."

With an increase in the number and quality of releases there should be a further rise in theatre income, he predicted.

Some Houses Jettisoned

Fabian also reported to stockholders on the disposal of theatres which are no longer proving profitable. "In the 1959 fiscal year," he said, "16 properties owned in fee were sold; eight theatres formerly under lease are no longer operated."

While a profit was realized on the sale of some properties overall these dispositions showed a net loss of $814,000 after deducting the savings in federal income taxes arising from such losses. These properties showed operating losses of about $205,000 in 1959, but such losses will, of course, not recur, he pointed out.

$9,887,000 Before Taxes

The company's consolidated net profit before federal and foreign income taxes for 1959 was $9,887,000 after provision of $4,757,000 for depreciation and amortization of properties and $2,104,800 for amortization of the cost of Cinerama films. Taxes amounted to $2,925,000, and also deducted was $2,150,000 (a non-cash item) representing that portion of the extraordinary non - operating losses equivalent to the saving in federal income taxes which would have been payable except for such losses.

For the 1958 year the profit before federal and foreign income taxes was $3,833,100 after provision of $5,450,000 for depreciation and amortization of properties and $2,396,200 for amortization of the cost of Cinerama films.

Losses Under Last Year

During the 1959 fiscal year extraordinary non-operating losses amounting to $1,641,100 after income taxes were charged to earned surplus. Last year losses from unusual property dispositions of $2,303,400 were likewise charged to earned surplus.

Theatre admissions and merchandise sale sand other income of Stanley Warner and subsidiaries, including its wholly owned subsidiary, International Latex Corp., for the year ended Aug. 29, 1959, totaled $123,877,700, which is an increase of 9 per cent over similar income of $113,319,000 for the prior year.

Fabian pointed out that Stanley Warner's financial position is very strong. Cash and government securities, which on Aug. 29, 1959, totaled $18,188,400, exceeded all current liabilities. Current assets amounted to $45,392,500 which was $7,096,300 more than the sum of current liabilities, funded debt and all other liabilities of Stanley Warner and its subsidiaries.

During the 1959 fiscal year prepayments made against the long term bank loan and other debt payments amounted to $7,114,700. The next installment on the long term bank loan is not due until Nov. 1, 1960.

In addition to operating 210 theatres in the United States, Stanley Warner manufactures and sells Latex girdles, bras, Latex gloves, baby pants and swim caps. It is in the pharmaceutical field, its proprietary items being Isodine, Isodettes and Calamatum, and its ethical items being Betadine and Supertah. Synthetic latex is manufactured to fill the needs of the company as well as for sales to outsiders.

The company also operates a VHF television station serving the Albany-Troy-Schenectady market.

REVIEW:

Never So Few

Canterbury—M-G-M—CinemaScope

A WARTIME ROMANCE is played out by Frank Sinatra as an American Army captain and Gina Lollobrigida as a Hungarian refugee in Calcutta against the background of fighting in the North Burmese jungle in World War II in "Never So Few." The story comes from a novel by Tom T. Chamales which attracted attention a few years ago, and that factor added to the marquee appeal of the stars, and photography in CinemaScope and Metro Color will assure this film of prime playing time.

The peculiar nature of the warfare conducted by Kachin guerillas in Burma under the leadership of American and British personnel is effectively depicted in a number of battle scenes in the film. Best of these is an Allied attack on a key Japanese airfield which in the hands of the enemy is holding up completion of the Burma Road. Dynamite is exploded and oil poured all over the place and set afire in a flaring and vivid depiction of the havoc of war.

Millard Kaufman has also incorporated into his screen play a controversial situation that developed with the Chinese allies of the British and American soldiers in Burma, as described in the Chamales book. An American camp is raided and Sinatra discovers that his men have been killed not by the enemy but by Chinese with U.S. equipment. He captures a part of the raiders and finds they have a warrant from a Chungking government war lord authorizing them to attack all "invaders." The gear they capture is sold to the Japanese, with whom the regular Chinese army is at war.

INSISTING ON EXPOSING this corruption, even though it means great embarrassment to Chungking, Sinatra orders the Chinese defectors executed. He is then arrested by his own superiors but eventually exonerated and the Chungking government takes action against the bandits.

This incident supplies drama and novelty to the war element of "Never So Few." On the other hand the romance, which gets at least half the total footage runs a conventionally rough and rocky road. Miss Lollobrigida at first resists Sinatra (she is being kept by a wealthy man of mystery played by Paul Henreid) and then later decides to give in to the strong attraction they feel for each other. She leaves Henreid, and at the end is reunited with Sinatra.

The two co-stars play surprisingly well with each other, with Miss Lollobrigida appearing to greater advantage than she has in some time in an American film. Sinatra gives an earnest and direct performance, and various other actors, including Peter Lawford, Steve McQueen, Brian Donlevy, and Dean Jones, interpret the usual G.I. soldier "types." Richard Johnson is good as the British co-commander with Sinatra in the Burmese fighting.

Edmund Grainger produced and John Sturges directed this Canterbury Productions, Inc., film for M-G-M release.

Running time, 124 minutes. General classification. Release, in December.

RICHARD GERTNER

Fox Ad Policy

(*Continued from page* 1)

tising and several large-city newspapers had rejected ads, although none were 20th-Fox's. At the time, Einfeld had disclosed his intentions to industry advertising-publicity executives and urged them to take similar action.

Newspapers took cognizance of the move, among them "The Tidings," official publication of the Los Angeles Catholic diocese. The paper lauded Einfeld's announcement that 20th-Fox "would begin immediately to give closer scrutiny to its advertising in view of increasing censorship by newspapers."

Asked on Friday about developments since the announcement of the policy at Fox, Einfeld said it is now fully effective and encompasses "all of our advertising, worldwide."

"Twentieth Century-Fox is dedicated to good taste in advertising," he said. "We are happy to examine any suggestions for improvement that are brought to our attention. We are certain that other companies are doing the same."

Eric Johnston

(*Continued from page* 1)

"off-years" in state legislatures, he said, and the industry thus cannot afford "to relax."

Pointing to a growing trend of state legislatures to convene annually, rather than in biennial sessions, Johnston noted that next year four more legislatures — Pennsylvania, Nevada, Alaska and Hawaii—will be meeting on an annual basis. In addition, Vermont and several other states will hold special sessions in 1960 and 21 state legislatures will meet in regular sessions.

"Above all, we must not delude ourselves that our legislative problems next year will affect only a few segments of our industry. They will affect us all," he said.

Says '60 May Be Decisive

"Our legislative problems were across-the-board and tough in 1959. They will be no less tough in 1960. For us, this may well be a decisive year."

"Many of our states are hungry for needed funds and they are necessarily reaching out for funds," Johnston observed. "All too often we seem to be prime meat."

He specified some of the areas where legislative measures, now under consideration, could strike hardest at the film industry. He said they included state wage and hour legislation, new admission taxes, sales and use taxes and onerous property and licensing taxes; daylight saving bills, Sunday closing bills and other curfew measures; and various state censorship measures, among them "adults only" classification bills.

Will Fight Censorship

"As in the past," Johnston said, "this Association will place its full resources against measures which would damage our industry. We intend to fight every attempt to impose censorship or thought-control on our films."

"The legislative problem," Johnston emphasized, "is by no means a part-time or piecemeal challenge. It is not just an exhibitor problem. It is not just a distributor problem. It is a full-time and all-industry problem.

"Our Association will join with every segment in the business in tackling this all-industry problem."

Cleveland Unit to Meet

CLEVELAND, Dec. 6.—The Cleveland Motion Picture Exhibitors Association will hold its annual business meeting to elect officers for the coming year on Dec. 15. It will be a morning meeting in the association rooms.

Television Today

Code Revision

(*Continued from page 1*)

amendments dealt specifically with rigged TV quiz shows, deceptive advertising and "payola" practices. They were approved by the National Association of Broadcasters' television board, which held a special meeing over the weekend.

The house-cleaning action was taken on the eve of a Federal Communications Commission inquiry into programming and commercial practices of network television and radio broadcasting. The commission will open intensive hearings tomorrow, when witnesses are scheduled to testify for some half dozen religious and educational organizations. The commission expects to hold hearings four days in the coming week with more doubtless to follow.

'Quiz' Specifically Treated

The code amendment dealing with quiz shows stated that "quiz and similar programs that are presented as contests of knowledge, information skill or luck must in fact be genuine contests, and the results must not be controlled by collusion with, or between, the contestants, or any other action which will favor one contestant against any other."

Another amendment expressly forbade "acceptance by producer, talent or any other personnel of cash payments or other consideration in return for including" prizes properties, music, products, slogans or trade names on a program. The amendment cautions broadcasters to be especially alert on this score.

Warned on False Advertising

Broadcasters are also warned in a third amendment "to prevent the presentation of false or misleading advertising." Products may be presented in a favorable light, the amendment said, but there must be no "material deception as to characteristics, performance or appearance of the product."

In other amendments the NAB called on broadcasters to announce any limitation on subject matter in news interviews, to decide whether a particular method of presentation would mislead the audience.

CBS 'Tightrope' Series Gets 13-Week Renewal

"Tightrope," the CBS 30-minute detective series starring Mike Connors, was renewed at the weekend for another 13 weeks by Pharmaceuticals Inc., the Parkson advertising agency announced.

The series, produced by Clarence Greene and Russell Rouse for Screen Gems, made its debut last Sept. 8 on a 26-week commitment. "Tightrope" will now play 39 weeks, with 13 episodes to be re-run next summer, the agency said.

Who's Where

H. Bart McHugh, Jr., has been named director of network program sales for National Telefilm Associates, it was announced by **Berne Tabakin**, vice-president in charge of network programs. McHugh will make his headquarters in NTA's New York offices.

□

Richard Lewine has been promoted to the newly-created post of director of special projects for the CBS Television Network Program Department and **Jerry Leider** has been named to succeed him as director of special programs, it was announced by **Michael H. Dann**, vice-president, network programs, New York. Both appointments are effective January 4, 1960. In his new position Lewine will now be free to work on regularly scheduled network series in addition to specials.

□

The appointment of **Jack B. Purcell** as assistant general attorney of the CBS Television Network Legal Department in charge of the West Coast legal office, effective Dec. 7, was announced by **Thomas K. Fisher**, vice-president and general attorney of the CBS Television Network. Purcell succeeds **Richard W. Jencks**, who has resigned to become president of Alliance of Television Film Producers, Los Angeles.

□

The appointment of **James A. Stabile** as vice-president in charge of standards and practices for the National Broadcasting Company was announced by **Robert E. Kintner**, NBC president. Stabile, an NBC vice-president, has had more than 20 years of experience in top positions with two networks and organizations in related fields.

To Test Effectiveness Of Educational TV

Special to THE DAILY

MIAMI, Dec. 6. — A Congressional committee will look into the Dade County School Board's educational television Channel 2 this week to determine how effective television is as a classroom aide.

It will use the information when it considers bills now pending before Congress which provide for Federal assistance to states developing educational TV.

Morning Session Slated

The hearing will be at 10 A.M. Tuesday in the School Board auditorium. Members include Reps. Harold Collier (R., Ill., Dan Rostenkowski (D., Ill.), John Bennett (R., Mich.), and John Flynt (D., Ga.).

The committee will tour Dade television classes the following day.

Byrne Report

(*Continued from page 1*)

manager, and Dan Terrell, publicity manager, put a special emphasis on four top attractions ready for release in the immediate future. These are "Never So Few," a Canterbury Production starring Frank Sinatra and Gina Lollobrigida; "Home From the Hill," starring Eleanor Parker, Robert Mitchum and George Hamilton; "Please Don't Eat the Daisies," a Joe Pasternak comedy starring David Niven, Doris Day and Janis Paige, and "The Gazebo," a Lawrence Weingarten production with Glenn Ford and Debbie Reynolds.

Lauds Sol Siegel

These combinations of star power and story potential, Byrne said, are indicative of the kind of production program into which the M-G-M studio under Sol C. Siegel's leadership has launched.

"Never So Few," for which one of the company's biggest advertising and promotion campaigns has been prepared, will be the holiday attraction in 200 situations. "The Gazebo" also will be a holiday picture with a December 18 opening set in Los Angeles and national release in January.

"Home from the Hill," Byrne said, is the rare combination of star and story suitability which can flame into a really great box office attraction. It will be an early spring picture at the Music Hall. "Please Don't Eat the Daisies," a later spring release, he said, will prove out a great family comedy.

Cites Five Pictures

Other pictures among the 24 expected next year include "The Subterraneans," Arthur Freed production based on the Jack Kerouac novel; "The Time Machine" a George Pal production; "The Last Voyage" an Andrew and Virginia Stone production starring Robert Stack, Dorothy Malone, George Sanders and Edmund O'Brien; "Platinum High School" with Mickey Rooney and Terry Moore; and "The Day They Robbed the Bank of England," a Summit Film starring Aldo Ray.

The sales chief was also enthusiastic about footage he saw at the studio from Arthur Freed's "Bells Are Ringing" starring Judy Holliday and Dean Martin, and "Adventures of Huckleberry Finn," a Formosca production by Samuel Goldwyn, Jr.

Decries 'Downbeat Talk'

Emphatic in his remarks about "downbeat talk" within the industry, Byrne declared, "This company, for one, is going forward. We are going to walk back upstairs and I am sure the other companies in this business are going to put forward the same constructive effort. The motion picture industry is in its heyday."

"Ben-Hur" which Byrne characterized as "one picture, one investment" will be playing about 10 engagements in the U.S. and Canada by Christmas and will be in about 50 houses equipped for 70mm projection by May. After that, Byrne said a limited number of road show engagements in 35mm will be booked. "We hav protect our enormous investmen emphasized, by insuring the gr possible return."

Following the general discu Seadler outlined the particulars o campaign prepared for "Neve Few," including strong local coo tive advertising backing national paigns in *Life, Redbook, Good H keeping* and *Seventeen;* special play ads for Sunday papers in 2 markets, and national merchan and book tie-ins.

Realities International In Import Organizatio

Application of Realities Internatio al Films, Inc. to join the Independe Film Importers and Distributors America has been accepted by t membership committee, it is nounced by Michael F. Mayer, ecutive director of IFIDA. This brin the membership of the organizati to 21 distributors with additional plications now being processed.

The new member is a Pennsylva corporation and its representative the board of directors will be Jose Solomon of Philadelphia, a vete distributor whose operations have cently been expanded to the natio scene.

'Journey' Unveiled

(*Continued from page 1*)

attended by producer Charles Bi kett, Arlene Dahl, another of the s of the film, Joan Collins, and m others.

Some 5,000 Boy Scouts, from Tennessee area turned out to g Boone on his arrival at the airp accompanied by 20th stars Di Baker, who also plays in "Journ Barrie Chase, and Carol Lynley. yor West led the leading citizens Nashville to meet the party and h their "favorite son." The receipts f the gala benefit world premiere go toward construction of the lar Boy Scout reservation and camp in world, to be built in Tennessee.

The Southern event was covere the syndicated press, television radio newsmen and commentators Movietonews cameramen. Boone made an honorary Colonel on the of Governor Buford Ellington, presented with a scroll proclaimin entire party honorary Tennesseans.

RCA Dividends

In addition to the regular quar cash dividend of 25 cents per s on the common stock of the R Corporation of America, a 2 per common stock dividend was nounced at the weekend by D Sarnoff, chairman of the board, John L. Burns, president, follo a regular meeting of the Board o rectors. Dividends are payable to ers of record at the close of bus on Dec. 18, the cash dividend on 25, and the stock dividend on Fe At the same time, a dividend of cents per share was declared o first preferred stock for the p Jan. 1, to Mar. 31, payable Ap to holders of record of such sto the close of business on March

PEOPLE

en. Kenneth B. Keating (Rep., .) will participlate in the Health Peace Dinner honoring Max D. ngstein, United Artists vice-pres- t, Dec. 14 at the Hotel Biltmore. dinner is sponsored by the Chil- n's Research Institute and Hos- l of Denver.

□

tto Preminger, now in New York, iscussing with executives of United sts plans for his forthcoming film sion of the Leon Uris novel, "Exo- ." The production will be filmed srael in the spring, for UA release.

□

oger Wood, booker for Capital Re- ing Corp., Atlanta, has resigned to with Universal there in the same acity.

lumbia and BMI

(*Continued from page* 1)

ew company to be known as the ver Music Corporation. Jonie Taps, umbia studio executive and gen- manager of Colpix Records, the umbia Pictures record division, ds the new music firm.

aps will henceforth divide his time ween Hollywood and New York, ding one month alternately East West. While in New York, Taps work with Columbia vice-presi- t Paul N. Lazarus, Jr., and Paul xler who has been associated with s in an executive capacity for the two years. While on the Coast, ddition to heading up the record sion of the company, he will con- e to supervise the integration of pany-controlled music both for umbia feature production as well or Screen Gems, Inc., the Colum- television subsidiary.

olumbia's additional music inter- includes the Columbia Pictures ic Corporation in partnership with piro-Bernstein.

cKean Retires at WB Ind.; Name Blakely

Special to THE DAILY

NDIANAPOLIS, Dec. 6. — Claude Kean, branch manager here for rner Bros. Pictures, has retired, owing approximately 30 years in film industry.

het Blakely from the Detroit War- office has been appointed as nch manager to succeed McKean.

other of Jerry Sager

uneral services were held yester- for Mrs. Mildred Strump, 69, her of Jerry Sager, advertising- licity executive for B. S. Moss atres. Mrs. Strump died Friday Trafalgar Hospital here, following ngthy illness. In addition to her survivors include the husband, ry Strump; two sisters and three ldchildren.

Expect Good Attendance at Allied Conclave

(*Continued from page* 1)

reserved satisfaction with the promised attendance, noting that the convention site is far removed from Allied's nearest strongholds and that many of the organization's members are among the class of exhibitors that has been most affected by the attendance decline of recent years.

Allied leaders here are agreed that the convention will be a constructive one, and will make up in practical assistance and business-building ideas for showmen in attendance whatever it may lack in old-time Allied "fireworks." If the convention program prepared by the sponsoring Wisconsin unit reflects the temper of official Allied and this year's convention, which it must to a very large degree, the emphasis will be on business-building programs and constructive approaches to solutions of exhibition's problems.

Social Activity Provided

And in keeping with this pacific theme, plenty of time will be allowed delegates to relax and enjoy south Florida's early winter warmth. Or, so the Miami Chamber of Commerce hopes, at least. To this end, convention business sessions, after tomorrow's opener, will be held in the morning and, except for informal social events extending into the evenings, delegates will be on their own. Thus, with a little cooperation from the local weather bureau, those in attendance should benefit from their surroundings as much as from much valuable business information to be gleaned from the convention sessions.

Johnson will call the first session to order tomorrow afternon, with Horace Adams, retiring Allied president, in the chair. Marcus will give the keynote address, which will be followed by open discussion

This will be followed by a report on the Council of Motion Picture Organizations' program of activities for the coming year, to be made by Charles E. McCarthy, Compo executive director. Thereafter, Irving Dollinger, Allied's representative on the executive committee of the American Congress of Exhibitors, will report on ACE's accomplishments to date and program for the future. An open discussion on ACE will follow.

Industry Leaders to Speak

Tuesday morning's session will be devoted to showmanship and film merchandising. Speakers will include Walter Mirisch, producer and ex-theatre operator; Rube Jackter, Columbia Pictures vice-president and general sales manager; Sam Arkoff, vice-president of American International Pictures; David Lipton, vice-president of Universal in charge of advertising-publicity; Robert Ferguson, Columbia Pictures national advertising-publicity-exploitation director; Roger Lewis, United Artists vice-president in charge of advertising-publicity; Mrs. Margaret Twyman, director of community relations for the Motion Picture Association of America; Milton London, president of Michigan Allied, and Beverly Miller, of Kansas-Missouri Allied.

ACE Report on Wednesday

The final convention session Wednesday morning will start off with a report on ACE by S. H. Fabian, chairman, with a question-and-answer period to follow. An open forum on general exhibitor problems and trade practices will conclude the business sessions. The convention will come to an end with the annual banquet, a feature of which this year will be the presentation for the first time of Allied States' awards to outstanding industry members. Among the recipients will be Rock Hudson, actor of the year; Doris Day, actress of the year; Joseph R. Vogel, industry man of the year; William Wyler, director of the year, and Harold Mirisch, producer of the year.

Banquet and Parties Scheduled

Numerous social events have been scheduled, in addition to the annual banquet, which will be sponsored by the Coca-Cola Co. On Monday, American International Pictures will sponsor a cocktail party; National Screen Service will co-sponsor Tuesday's luncheon; Pepsi-Cola Co. the Tuesday barbecue and night club party; National Theatre Supply, co-sponsor of the Wednesday luncheon; and National Carbon Co., the pre-banquet cocktail party.

In addition, a full program of social events for wives of delegates has been planned.

Marcus has said that film merchandising will be one of the convention's "chief highlights," and that other leading subjects for discussion will be, as the program indicates, ACE, conciliation, trade practices and future planning.

Merchandising Called Vital

"The proper merchandising of motion pictures has become more important of late because of the shortage of good product and the necessity of of extending the play time because of this shortage," Marcus said. "Though the dearth of good product has been a source of extreem concern to all in exhibition, there is one shining light that has come out of this quandary and that is that exhibition has become more conscious of the necessity of the proper selling of movies.

"This is a good sign because it shows the return to aggressive, enthusiastic and healthy showmanship on the part of the exhibitor who, during the war years when business was booming and product was available in abundance, became lax in his efforts to properly sell to the public the chief commodity of his screen.

Some New Things Added

"This convention will also offer some innovations that have not heretofore been featured. Important among these is the change developed in the convention year book which, this year, is being titled the "Manual of Theatre Merchandising Ideas." In addition to its advertising content, there are many pages devoted entirely to successful and proven merchandising ideas for both outdoor and indoor theatres. This is truly a showman's guide for year 'round profits for there are numerous campaigns and merchandising ideas that can be used every month of the year. The "Service Manual," which is also included, should be read by every employee that works in a theatre. The exhibitor who keeps this book for future reference will find that these ideas will pay off handsomely for him," Marcus said.

The Allied board of directors, which convened here yesterday, continued its deliberations today and was still in session at a late hour tonight.

Compo Committee

(*Continued from page* 1)

Cooper, representing the MPAA; Emanuel Frisch of Metropolitan Motion Picture Theatres Association; Ben Marcus, serving temporarily as representative of Allied States Association; William Namenson, representing ITOA; LaMar Sarra, representing TOA, and McCarthy, ex-officio.

Arrangements are being made, McCarthy said, for an early meeting of the committee for the purpose of organizing and mapping campaign plans.

Newsmen to See 'Cranes'

New York metropolitan area newspaper leaders will attend a special preview showing this week of "The Cranes Are Flying," the Soviet motion picture which will be the next attraction at the Fine Arts Theatre. The first film to be presented in the United States under the U.S.-U.S.S.R. Cultural Exchange Agreement of 1958, "The Cranes Are Flying" is being distributed here by Warner Bros. at the request of the U.S. State Department.

Miami Anti-Trust Suit Dismissal Is Upheld

Dismissal of the claims of the plaintiffs in the Walder anti-trust suit against the major distributors involving the Tivoli Theatre in Miami, Fla., was unanimously upheld by a New York Federal Court of Appeals last week.

The suit was originally filed in New York in 1951 and charged the distributors had conspired with Paramount Enterprises to "monopolize" exhibition in Miami to the injury of the Tivoli. E. Compton Timberlake argued the case before the three judge appeals panel of Oct. 9 for the defendants, also represented by John F. Caskey and Miles J. Lane.

Para. to Handle 'Roses'

"Blood and Roses," a modern mystery drama to be directed by French film maker Roger Vadim, will be distributed world-wide by Paramount Pictures. The Technirama-Technicolor film goes into production in Italy in mid-December.

QUIGLEY PUBLICATIONS

In the World-Wide Service of the American Motion Picture Industry

Motion Picture Herald

Foremost weekly of the American motion picture industry. Founded 1915. Includes as monthly sections: BETTER THEATRES, devoted to theatre equipment, design and physical operation . . . BETTER REFRESHMENT MERCHANDISING, devoted to theatre vending.

Motion Picture Daily

Providing spot news coverage of the industry. Correspondents throughout the U. S. and in major foreign countries of the free world.

Motion Picture Almanac

Who's-Who and statistical annual of the motion picture business, comprehensive for the U. S., international in purview.

Television Almanac

Who's-Who and statistical annual of the television industry—companion volume of Motion Picture Almanac.

Fame

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 110 NEW YORK, U.S.A., TUESDAY, DECEMBER 8, 1959 TEN CENTS

Hundreds Attend

O'Donnell Is Eulogized at Services Here

Eisenhower Sends Wire; Johnston Hails Showman

By SAUL OSTROVE

From Ankara, Turkey, President Eisenhower yesterday joined hundreds of film industry leaders gathered here to salute the late Robert J. ("Bob") O'Donnell, at a special memorial service held at the Lambs Club.

Eric Johnston, Motion Picture Association president, read the following telegram received from the President:

"I join the entire industry in profound prayer for Bob O'Donnell, a personal friend and a dedicated humanitarian in every sense of the word. I shall always remember him as a solid citizen who, in war and peace,

(*Continued on page* 6)

Redstone Tells Fla. T.O. Enthusiasm Succeeds

Special to THE DAILY

JACKSONVILLE, Fla., Dec. 7.—Enthusiasm and showmanship have brought success to many in exhibition and production even during the recent years of diminishing box office receipts, Sumner M. Redstone, Boston exhibitor and assistant to the

(*Continued on page* 7)

Projectionists Picket In Ohio Theatre Dispute

Special to THE DAILY

COLUMBUS, O., Dec. 7.—Hunt's CineStage Theatre, operated by Herman Hunt, was picketed following a dispute over terms of employment of projectionists. Hunt called union pro-

(*Continued on page* 7)

TELEVISION TODAY—page 6

SDG, RTDG Now 1; Capra Is President

From THE DAILY Bureau

HOLLYWOOD, Dec. 7. — Frank Capra, president of the Screen Directors Guild of America, and Michael J. Kane, national president of Radio and Television Directors Guild, today announced that their respective memberships have voted overwhelmingly in favor of merging the two groups. The new organization will be known as the Directors Guild of America, and will encompass present joint memberships of 2,068 directors, assistant directors,

(*Continued on page* 6)

Convention Opens

Myrick, Iowa, Named President of Allied

Board Renews ACE, COMPO Ties; Will Continue Pushing 'White Paper'

By MARTIN QUIGLEY, Jr.

(Picture on page 5)

MIAMI BEACH, Dec. 7.—Al Myrick, owner of the State theatre, Lake Park, Iowa, president of the Iowa-Nebraska Allied unit and an exhibitor in that area for many years, is the new president of national Allied States Association. Announcement of his election by the national board of directors was made by Horace Adams, retiring national president, at the opening session of Allied's annual convention at the Eden Roc Hotel here this afternoon.

The board of directors also reaffirmed Allied's support of the American Congress of Exhibitors and renewed national Allied's membership in ACE and COMPO for one year. A detailed statement on the organization's position on ACE will be issued

(*Continued on page* 5)

Marcus' Keynote Urges Allied to Help Solve Problems Through Cooperation

Special to THE DAILY

MIAMI BEACH, Dec. 7.—There must be teamwork within the industry and contributions to the common good by all three branches—production, distribution and exhibition—if the industry is to win its fair share of the millions of new entertainment seekers who will attain theatre-going age in 1960, Ben Marcus told the Allied States convention in a keynote address here today.

Voicing a strong plea for industry unity and cooperation, Marcus spelled out specific projects which each branch of the business could espouse, with the help of the others. And, he said, action on some fronts must be taken promptly if the remaining small, subsequent run theatres are to survive.

The projections he advocated in-

(*Continued on page* 4)

Compo Fights Vs. Wage Law, Censorship Told

Special to THE DAILY

MIAMI BEACH, Dec. 7.—Proposed amendments to the Federal Wages and Hours law could, if enacted, cost theatres approximately $350,000,000 in the first four years after they became law, Charles E. McCarthy, executive secretary of Compo, will tell

(*Continued on page* 5)

REVIEW:

Journey to the Center of the Earth

20th Century-Fox—CinemaScope

"JOURNEY TO THE CENTER OF THE EARTH," Jules Verne's startling tale, has been recreated as a motion picture that is visually immense, high-spirited, often comically imaginative and pleasantly played by a talented cast. It has been produced by Charles Brackett and directed by Henry Levin so as to at once disarm the audience, and it certainly holds many thrills—some of them truly dramatic—for patrons of all ages and of most film

(*Continued on page* 7)

Urge Ohio, Michigan B-B Campaign Coordination

Special to THE DAILY

TOLEDO, O., Dec. 7.—Institutional business-building campaigns in northern Ohio and lower Michigan theatres and drive-ins should be coordinated, Al Boudouris, of the Theatre Operating Co., said at a meeting of 50 theatremen and those with allied interests, at the Hillcrest Hotel here.

Boudouris, whose firm operates six

(*Continued on page* 2)

Compo Minimum Wage Group to Meet Friday

The first meeting of the Compo minimum wage campaign committee will be held Friday in the Compo offices, it was announced yesterday by Charles E. McCarthy, Compo execu-

(*Continued on page* 5)

THRU UA WELCOME ALLIED DELEGATES!

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY, AL SICIGNANO and AL GEILER, will be in Glens Falls, N. Y., tomorrow from here. On Thursday they will visit Poughkeepsie, Peekskill, Middletown and Newburgh.

•

JACK H. LEVIN, president of Certified Reports, has left New York on a Southern tour.

•

SAMUEL SCHNEIDER, industry executive, and MRS. SCHNEIDER, have returned to New York from the Coast.

•

WILLIAM TWIG, Warner Brothers branch manager in Cleveland, and MRS. TWIG last week celebrated their 22nd wedding anniversary.

•

STEPHEN BOSUSTOW, president of UPA Pictures, will arrive in New York today from Boston.

•

PHILIP A. WAXMAN, producer of "The Gene Krupa Story" for Columbia, will arrive in New York today from Hollywood.

Krim Dinner Chairman

Arthur B. Krim, president of United Artists, will serve as chairman of the Weizmann Institute Dinner honoring Dr. Jonas Salk tonight at the Waldorf Astoria Hotel here. Dewey D. Stone, chairman of the board of governors of the institute, will present Dr. Salk its honorary fellowship.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT · TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW



For over 40 Years Service and Quality has been Our Tradition.
Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK
630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

British Writers Vote Affiliation with U. S.

From THE DAILY Bureau

LONDON, Dec. 5 (By Air Mail).— Authorization to sign an affiliation agreement with the Writers' Guild of America was agreed at the annual meeting of the 700-strong British Television and Screen Writers Guild. This means, it was stated, that writers on both sides of the Atlantic "will support each other's struggle for fair conditions and rates."

A series of agreements aimed to establish the royalty principle in feature and TV films for British writers is planned and a levy on all TV and films earnings of its members has already been introduced in order to yield a fighting fund.

Five unions—ACTT (Association of Cinematograph and Television Technicians), NATKE (National Association of Theatre and Kine Employees), the Musicians' Union, NUJ (National Union of Journalists) and VAF (Variety Artists Federation)— have pledged their support of the writers' claim for basic minimum agreements. If necessary, says Chairman Ted Willis, the Guild might have to organize the first writers' strike in Britain.

Col. Milwaukee Branch Holds Sales Drive Lead

Entering the final lap of Columbia Pictures' "Salute to the President" sales drive, Columbia's Milwaukee branch held its first-place lead over runner-up Cleveland and third-place New Haven. In the spirited captains' contest competition, the team from Albany, Boston, Buffalo, New Haven and Philadelphia, led by Leo Jaffe, first vice-president and treasurer, still holds first place. Following Jaffe are teams led by Jonas Rosenfield, Jr., executive in charge of advertising and publicity, and Paul N. Lazarus, Jr., vice-president.

Carl Shalit remains at the top of the division manager's listing, with Harry Rogovin in second place, and Harry Weiner replacing Sam Galanty in third place.

Consider Tax Repeal

ZANESVILLE, O., Dec. 7.—Zanesville city council is considering repeal of the city's 3 per cent admissions tax following a vigorous campaign conducted by theatremen, bowling alley owners and others. Not affected will be the tax on hotel rooms, bingo, parking lots and pool halls.

WB Sets New Title

"Malaga" will be the title of the forthcoming Warner Bros. motion picture release formerly called "Moment of Danger." "Malaga" is a Cavalcade Film, produced by Thomas Clyde and directed by Laslo Benedek.

Ohio, Michigan

(*Continued from page* 1)

drive-ins in Ohio and Michigan, said he called the meeting because of inspiration he received at the recent state convention of the Independent Theatre Owners of Ohio. He said the business-building theme of the convention was "more constructive and instructive" than any similar convention he has ever attended.

The campaign, prepared by the Columbus advertising firm of Wheeler, Kight and Gainey, is being pushed by the ITOO for adoption by all Ohio theatres. James Hoover and Russell Mock, of the ad agency, said that the campaign is designed "to sell fun in itself and to sell the fun of going out to the movies." All media would be used.

Dr. George Kienzle, director of the Ohio State University School of Journalism, told the meeting that "competition can't be licked by worrying." He said that every family is a potential theatre customer and that recent TV programs indicate that "television is sicker than movies ever were," making the public ready to go back to the theatres.

Plea by Ken Prickett

Ken Prickett, ITOO executive secretary, advised theatremen to consider adoption of merchandising plans of other industries including stamp plans, picture-of-the-month clubs, Golden Age Clubs and others. Prickett paid tribute to the work of the ITOO board of directors and the convention committee in getting the ball rolling on a co-ordinated business-building campaign.

Prickett said he is working with Ohio State University in a project of business research and merchandising methods applicable to theatres. This would be a continuing study, he pointed out.

Boudouris urged managers to make their theatres clean and attractive with courteous treatment of patrons so that the theatres would become community centers.

Reconsiders, Reopens

AKRON, Dec. 7. — Glen Beane and George Robinson, who last week announced the closing of their Paramount Theatre here, have reconsidered and have reopened it after one dark weekend.

At the same time. Andrew Martin decided to close his Royal Theatre, at least temporarily, while Guido Spayne announced the cutting of playing time at his Lyn Theatre to weekends only, until further notice.

Correction

Universal's "The Snow Queen" was incorrectly identified as a Christmas release in a story in MOTION PICTURE DAILY yesterday. Instead the film will be released at Easter.

'Petticoat' Sets 4-Day Record at Music Hall

"Operation Petticoat" grossed $112,000 in the four days of its world premiere engagement at Radio City Music Hall and is expected to reach $175,000 for the first week ending tomorrow, Universal Pictures announced yesterday. Universal said the four-day figure was the biggest of any previous Christmas film opening at the theatre.

On Saturday alone the film grossed $34,541, setting an all-time record for a four-shows-per-day, Saturday, Universal added.

New Film Process Is Announced by Graeff

From THE DAILY Bureau

HOLLYWOOD, Dec. 7. — Announcement of a new projection process called CinemaGraf was made here today by Thomas Lockyear Graeff, producer. He said that the first film to be made in the system would be on a religious theme and that he will write and direct as well as produce the picture. Independent financing has already been secured, and Graeff will turn over all profits that would normally go to him to be used for religious work.

Graeff described CinemaGraf as achieving the effect of 3-D without glasses and said it employs widescreen, color and stereophonic sound. "The effect is accomplished by especially developed photographing and projection accessories," he declared, adding there will be no additional cost to theatres for this.

Work has been underway in CinemaGraf since March, 1957, the producer said, and release of the first film is set for May, 1960. No distribution deal has been made as yet.

S. W. Stockholders Meet In Wilmington Jan. 14

Election of three directors is the principal order of business scheduled to come before the annual meeting of stockholders of Stanley Warner Corp. in Wilmington, Del., on Thursday, Jan. 14, according to the meeting notice sent out yesterday. Nominated by the board for reelection are Harry M. Kalmine, Maurice A. Silver and Dr. Charles F. McKhann, all to serve for two years.

The notice contains information on salaries paid to officers of the corporation for the fiscal year ended Aug. 29, 1959, as follows: S. H. Fabian, president, and Samuel Rosen, executive vice-president, $471,333; Nathaniel Lapkin, first vice-president, $153,220; Harry M. Kalmine, vice-president and general manager, $90,900; and Maurice A. Silver, Pittsburgh and Cleveland zone manager, $50,050; all directors and officers, $858,778.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

NEW YORK AND NASHVILLE LAUNCH "JOURNEY"!



"Journey to the Center of the Earth" was unveiled in a gala world premiere in Nashville, Tenn., and a star-studded Paramount Theatre sneak preview in New York over the weekend. The N.Y. affair was preceded by a glittering press dinner at Leone's, attended by producer Charles Brackett, stars Arlene Dahl, Joan Collins and many more. Above is 20th vice-president Charles Einfeld (right) greeting Broadway director, George Abbott and TV actress, Lois Mann.

Glamorous Arlene Dahl and her husband, handsome Fernando Lamas added movie-star glitter to the N.Y. event. Miss Dahl is starred in "Journey," together with Pat Boone, James Mason and Diane Baker.

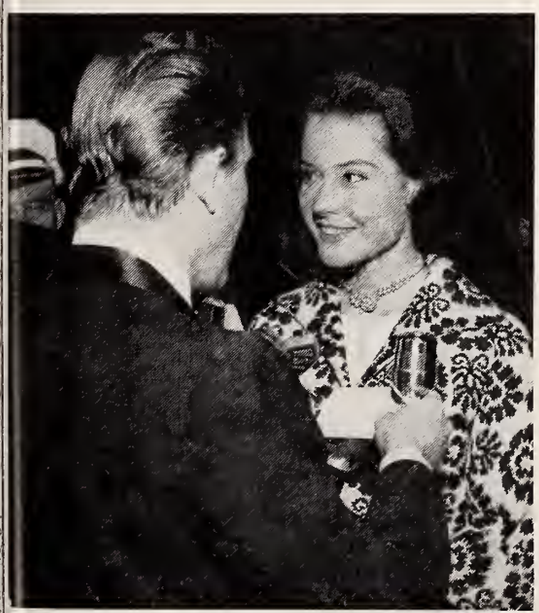




Charles Brackett (left), producer of "Journey," chats with NBC network interviewer, Ray Heatherton in New York.



Brackett discusses production with New York Daily News critics Wanda Hale (left), and Kate Cameron. "Journey" was produced in CinemaScope, with color by De Luxe, and was directed by Henry Levin.



Diane Baker, another of the stars of "Journey," is "caught" by the Nashville radio interviewer upon arrival at the theatre in the Southern capital.



Hundreds of police struggle valiantly to escort Mr. and Mrs. Pat Boone through the crowds of 5,000 Boy Scouts and 10,000 onlookers at the Nashville airport prior to the showing of 'Journey' in that city.

All-Industry Teamwork Urged by Marcus

Tells Allied 'Lost Audience' Is Still There

(*Continued from page* 1)

clude the organization by exhibitors of a company to acquire re-release rights to the best of the post-1948 films; the assurance from production of "an adequate supply of box office attractions" in return for "all the cooperation and support exhibitors can give it"; the overhauling of distribution practices to give neighborhood and small town theatres improved playing time at reasonable rentals in order to revive such theatres and enable them to attract new and increased numbers of patrons, and, finally, through joint efforts, to promote and sell selected films better through regional merchandising campaigns undertaken by exhibitors with distributors' cooperation.

Marcus also called upon exhibitors for better housekeeping in their theatres and for new policies and practices designed to restore even the smallest theatres to their rightful place as purveyors of glamour as well as entertainment in their towns and neighborhoods.

Former 'Keynotes' Recalled

All of this was commended to the convention in an unqualifiedly cooperative vein by Marcus, which many who heard him could not help but contrast with the tenor of the characteristically militant keynotes of many an earlier Allied convention.

"Cooperating in the solution of common problems," he said, "should be the keynote of this convention; that is the enlightened way and the history of Allied States shows that it always favored that approach to industry problems. It is only when its friendly overtures have been refused that our association has been forced to a more militant attitude."

Marcus said exhibition now has reached the "turning point" where it must decide whether to take "the high road to success or the low to disaster. If from now on we will concentrate on the doughnut and forget the hole, we will realize that this is still a great business and can be made better."

Calling attention to the opportunities of the future to be found in vast increases in population, per capita wealth and leisure time, Marcus said America's "movie-going potential will reach heights never before dreamed of."

Add to this, he said, the fact that "We have caught up with television" and that its novelty value has disappeared insofar as the majority of Americans are concerned. Therefore, "let us press the great advantage we enjoy and forge ahead—the fact that the movies can do a better job at entertaining the public than any of its rivals. We are still the supreme entertainment medium and should not lose sight of this."

Sees No 'Lost Audience'

Marcus contended that the term "lost audience" is a misnomer. There is no "lost" audience, he told the convention. It is still there, more numerous than ever, waiting to be re-sold on patronizing theatres.

"We all know," he said, "that regaining our position of prestige of the 'gay Forties' involves hard work, clear thinking, good planning, responsibility and the assumption of risks.

'The foundation of any improvement in our business is teamwork among its three different branches. Production, distribution and exhibition must work in triple harness if they are going to pull the business out of the slump. And pulling together calls for a clearer understanding of one another's problems, for mutual respect, tolerance and consideration.

Marcus then asked how the post-1948 film libraries can be protected and answered with the proposal that "exhibitors spearhead a plan to organize a corporation for the primary purpose of investing its funds in the purchase of a number of post-48 pictures of high box office potential, to be released in an orderly plan either through existing distributing companies, or a distributing company to be formed for this purpose."

Such a company, he suggested, might be patterned after the old Film Classics company.

Discusses Investors Group

Apparently referring to Motion Picture Investors, although not mentioning it by name, Marcus said: "While we have no right to tell those who are raising money among exhibitors what to do with it, I hope that they will take this plan into consideration (if they can qualify legally) and invest their funds for this purpose.

In discussing what he termed distribution methods "in need of an overhauling," Marcus said the "main source of trouble in intra-industry relationships is distribution's failure to understand the problems and needs of a numerically large and, in the aggregate, important segment of exhibition."

He said he referred to "the vast number of subsequent run and small town exhibitors, the chief victims of the box office depression, who are being held back in playing time and still are expected to play on the same percentage terms, or greater, charged the big metropolitan theatres with their huge seating capacities and high admission scales.

Still speaking of the small town and subsequent run theatres, Marcus said the "mortality rate among them is very high. Something must come at once if it is to be of any help."

He said he did not mean to imply that the preservation and recovery of such theatres "is solely distribution's responsibility," and then discussed what exhibition can do to help improve its own lot. He described in detail the Wisconsin Plan, which he sponsored successfully throughout his home state in promoting specially selected pictures with specially planned radio, newspaper and other advertising on a regional basis.

Will Be Tried Elsewhere

Marcus has been asked to spearhead tryouts of the plan in three other regions, regarded as a step toward the adoption of his plan on a national scale with distributor cooperation.

"One way or another, there must be some changes made," he concluded. "I hope that these changes may come about by normal means, allowing the growing good feeling between the several industry branches to flourish,"

In the only other speech delivered in addition to Marcus' keynote at the first session of the convention today, Truman Rembusch said, "I feel 70mm is being pursued in the main as a semi or quasi legal device to delay the flow of product to theatres and to our patrons." He said 70mm "is another dragon with many heads" and pointed out that, as a photographic process, 70mm had certain advantages by making possible a superior print from a larger negative.

"Up to a certain screen size there is no improvement" in the use of a 70mm print rather than a 35mm print made from the 70mm negative, he added.

Quotes Loew's Expert

Quoting an unnamed Loew's technical expert, he said that tests had demonstrated that no screen difference could be detected up to screens of 45 feet. Above that he said there was an improvement on account of more light on the screen.

"The cost of prints is so great that I do not see how 70mm can ever be widespread in the industry," the speaker commented. Turning to specific pictures Rembusch scored policy on "Ben-Hur" and "Solomon and Sheba."

"By saying that they will never serve certain theatres with 70mm prints some exhibitors are being deprived of their right of access to a new development," Rembusch charged. By being unable to tell patrons when a theatre will play "Ben-Hur" there is both a loss of prestige and a decline at the box office," he said.

Rembusch concluded by asserting that as much as ten per cent of 1960

Rembusch See 70mm 'Quas Legal Device

features might be roadshown 70mm. People in small towns res being forced to go 100 or 150 mi to see a major attraction, he said.

Horace Adams, retiring preside who served as session chairman on count of the illness of Al Myrick, ne ly elected president, said, "the c vention should not just think on t matter but act on it. I would hate think of the convention adjourni without action on this subject."

Questioned from Floor

Following the keynote address Marcus, a number of exhibitors ask questions from the floor especially availabilities, the plan to form a co pany to acquire major post-1948 f tures and merchandising campai Allied delegates who participated a commented included: R. D. Dani Independent Amusement Compa Rock Island, Ill.; Leon Enken, Robins Theatre, Warren, Ohio; Lo K. Sher, Art Theatre Guild, Colu bus, Ohio; Frank Huss, Jr., Associ ed Theatres, Cincinnati, Ohio; Bev ly Miller, Kansas City; Walter G inger, Baltimore, Md.; Edward Lid Boston; Jerome G. Vogel, River P Theatre, South Bend, Ind.

In response to questions from t floor, Marcus said, "it is the law economics that distributors will mo up 28 day houses to 14 or 7 days. P tures will then gross more. Ma drive-ins will become first runs play day-and-date first run."

Cites Value of Post-48 Films

On the post-48 pictures Marcus sa "these pictures have greater va than TV can pay." He indicated t consideration should be given the p posal by Gettinger that the exhib company buy all post-48 pictures handle the resale of some of the p tures to TV rather than attempt buy up only the more important p tures.

Discussion of a number of sugg tions on merchandising campaigns postponed to tomorrow's session which company representatives speak and there will be a forum merchandising.

Allied Board Holds Three Extra Sessions

Special to THE DAILY

MIAMI BEACH, Dec. 7. — Faced with a heavy agenda, the board of directors of Allied States Association, which was scheduled to conclude its sessions yesterday afternoon, held extra sessions this morning and tonight. Indications were that another meeting tomorrow morning would be necessary.

250 Registered at Allied Convention

Special to THE DAILY

MIAMI BEACH, Dec. 7.—Natio Allied's 1959 combined drive-in a indoor theatre convention opened t afternoon at the Eden Roc Hotel w approximately 250 registered, incl ing over 100 theatre owners.

ps All 'Unofficial' okesmen for Allied

Special to THE DAILY

MIAMI BEACH, Dec. 7. -- Horace ams, retiring president of Allied, a press conference here this morn- emphasized that official Allied tements can come only from officers the office of the general counsel. he fact that a man in the past has en an officer of Allied does not give n the right to make a statement Allied's position on any matter," declared. "No past officer speaks Allied unless he is authorized to so."

lect Myrick

(*Continued from page* 1)

er in the week. The board voted ery strongly" to continue to support e White Paper campaign and dis- ssed plans to take the White Paper arges before the Judiciary Commit- es of both the House and Senate.

Conciliation Statement Ready

A detailed statement on conciliation so will be released later in the week t Adams, in a press conference this orning, said that Allied "has a de- nite policy of continuing to solve hibitor problems through concilia- on."

The election of Myrick came this orning during a long and tense ses- on of the board of directors. The vote as reported unofficially as nine-to- even. Two units—Illinois and Texas— ere not represented. It had been ex- ected that Edward Lider, national easurer, would be elected president y a substantial majority. Myrick, a irector, had previously held no na- onal post or key committee assign- ent. His Iowa-Nebraska unit has een dormant recently.

Cleavage Wide

The extent of the cleavage among llied directors is shown in reports hat the two units not represented fav- red Lider. Until the board met, it ad not been known that Myrick was nder consideration. His candidacy as pushed by the "militant old uard" against the "moderates."

Late today there were rumors that he board might possibly reconsider he election. However, this is autho- atively viewed as not likely since it would require a decision by Myrick ot to accept the post to which he as elected and would pose the prob- em of agreeing on a compromise can- idate.

Myrick took no part in today's pro- ceedings, being confined to his room with a virus.

Other officers named by the board were Elmer Nolte, Maryland, treas- urer; Neal Beezley, Rocky Mountain Allied, secretary; and Carl Goldman, Boson, reelected recording secretary. Abram F. Myers was reelected general counsel and chairman of the board.

Myrick, born in Sac City, Iowa, Aug. 27, 1909, has been an independ- ent exhibitor ever since he graduated from college. In recent years, in addi- tion to operating the State, he has been active in exhibitor organization work and in promoting a "Shop-at-Home" plan for local merchants in small com- munities. His election, a surprise since his name was not mentioned among pre-convention candidates, is regarded as a move to underline Allied's em- phasis on its representation among small exhibitors in small towns.

In this connection Adams told the press this morning that he could "guarantee that Allied membership is increasing on a per unit and per thea- tre basis a a greater rate than at any time in the past ten years."

Edward E. Johnson, president of Wisconsin Allied, host unit for the convention, opened the first business session this afternoon and then turned the gavel over to Adams, permanent convention chairman.

Other speakers of the afternoon were Trueman Rembusch, Irving Dol- linger and Charles E. McCarthy, in- formation director of COMPO. (See separate stories).



AT THE ALLIED STATES board meeting in Miami Beach yesterday: (above) Carl Goldman, Horace Adams, Abram Myers, and Ben Marcus; (below) True- man Rembusch, Sig Goldberg, Nathan Yamins, and Edward W. Lider.

M. P. Daily pictures



Compo Group

(*Continued from page* 1)

tive secretary of the organization.

Attending the meeting will be the five members of the committee, Ed- ward Cooper of the Washington of- fice of the MPAA; Emanuel Frisch, representing MMPTA; Ben Marcus, or some other representative of Allied States Association, who may be named at the Allied convention now being held in Miami; William Namenson, of ITOA; LaMar Sarra of TOA, and McCarthy.

Also invited to the meeting are Julian Brylawski of Washington, Frank Lydon of Boston, D. John Phillips of MMPTA and T. Manning Clagett from the MPAA.

The meeting, according to McCar- thy, has been called for the purpose of organizing the committee and map- ping plans for the conduct of the campaign against enactment of mini- mum wage legislation now pending.

Compo Fights

(*Continued from page* 1)

the Allied States annual convention here tomorrow. Text of the speech was released here today.

He added that it was apparent from this that the amendments would mean "the death of many theatres, and a financial disaster to the whole indus- try."

McCarthy said that a campaign of opposition to the proposed minimum wage law changes, together with a war against censorship on every level will be the chief projects to engage the facilities of Compo in early 1960. Actually, Compo's current program consists of 10 areas of activity, but its main efforts, initially, at least, will be concentrated on the censorship and minimum wage battles.

Based on Circuits' Figures

The Compo executive said his esti- mate of the first four-year cost of the proposed minimum wage law amend- ments to theatres was based on a pro- jection of figures supplied by three na- tional circuits of what the cost would be to them. He said he used 18,000 theatres as a base figure and made al- lowance for a large number of thea- tres so small they would not have any employes. He also took into account that the proposed rise in the wage rates above $1.00 per hour would apply only to the bigger theatres of the nation.

Calls It Exhibitor Problem

McCarthy described the steps al- ready taken by Compo to organize op- position to the proposed amendments, which include alerting all exhibitors to contact their Congressmen and dis- tributing, through National Screen Service, to 17,000 theatres question- naires and other items designed to provide ammunition in the fight.

McCarthy also described the similar activities Compo has undertaken to prepare for an expected deluge of cen- sorship measures as legislatures of 18 states prepare to meet during 1960. He warned that censorship, in the past considered a producer - distributor problem, is definitely an exhibitor problem, too, nowadays.

Introduce Miss Stevens

MIAMI BEACH, Dec. 7. — Leonard Allen, Paramount Pictures, and How- ard Pettengill, Florida State Theatres, held a lunch at the Everglades Hotel for Miami newspaper, TV and radio people to meet Stella Stevens featured in "Li'l Abner," opening at three thea- tres here on Dec. 16.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Sales Offices and Warehouses at
Photographic materials of extraordinary quality for over half a century
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Complete Line of Professional Cine Films

Television Today

Ask FCC Enforce Existing Rules To Obtain Better TV Programming

From THE DAILY Bureau

WASHINGTON, Dec. 7.—A group of witnesses asked the Federal Communications Commission today to enforce existing regulations in order to obtain better radio and television programming for today's audiences.

Speaking on the opening day of the Commission's intensive probe of radio and television programming and advertising, most witnesses agreed that they didn't want censorship. What they did want, they said, was more responsibility from individual broadcasters and more strength from the FCC in exercising its authority over licensed broadcasters.

Lead-off witness was Judge James A. Wine, representing The National Council of Churches of Christ. He declared that although the law was clear in regard to the responsibilities of the Commission, the difficulty lay in "a general slackening of the will to enforce and the will to obey existing regulations." Wine was supported in his testimony by the Very Reverend Celestin J. Steiner, speaking for the National Catholic Welfare Conference, and Dr. Bernard Mandelbaum, provost of the Jewish Theological Seminary.

Statement by Doerfer

In an opening statement Chairman John C. Doerfer declared, "we must have sufficient information to give thoughtful consideration to corrective measures within our powers to propose legislation, permissible under the constitution, which will be in the best interests of the American people.

The hearing will continue throughout the week except for Wednesday which is the Commission meeting day. Tomorrow and the remainder of the week other organizations will be represented. Witnesses from radio and television will probably be heard after the first of the year.

Mrs. Clara Logan, president of the National for Better Radio and Television, told the Commission it had the obligation and the authority "to insist upon and enforce practices within the industry which will result in far higher and more consistent standards of public service than we have today."

Other witnesses represented the National Congress of Parents and Teachers, the National Council of Women, the Joint Council on Educational Television and the Association of Better Business Bureaus.

Merge Guilds

(*Continued from page* 1)

associate directors, stage managers and program assistants.

Included in the merger are RTDG's 518 New York members, 219 Hollywood members, 51 Detroit members, 50 Chicago members, and 18 in Cleveland and Washington, D. C., as well as SDGA's 734 directors and 478 assistant directors in the United States, in Canada and in Europe.

SDGA president Capra will serve as national president of DGA for the first two-year term, with Kane holding the office of national vice-president. National offices of DGA will be in Hollywood in the present SDGA building, with Joseph C. Youngerman serving as national executive secretary.

Newman H. Burnett will continue as New York regional executive secretary of DGA.

Implementation of the merger will begin immediately with the selection by both the Hollywood and New York regional boards of directors of their respective members of the national board.

The merger of RTDG and SDGA will bring under one organization contracts with CBS, NBC and ABC, as well as agreements with 361 film producing companies, including 18 in New York, 14 in states other than New York or California, and eight outside the United States.

Ad Research Project For TV Is Announced

"Audience Dimensions," a new continuing research project delving into "untouched" corners of video audience characteristics, was announced here yesterday by Television Advertising Representatives, Inc. Characterized by Larry H. Israel, TvAR general manager, as "dessert to the meat and potatoes of current research," the study will unearth information on viewing habits of career women, owners of pets, mothers of toddlers, men who shave, occupation of breadwinners, type of residence and level of income as well as "viewer venturesomeness."

The first of these reports, which will be issued on a quarterly basis, deals with the age of the audience and has turned up facts and figures to show that, while TV appeals to all age groups, young adults (18 to 34) watch more than any other group. The study further indicates how this varies according to different time periods and types of programs.

EAST COAST PRODUCTION
EDITORIAL AND TECHNICAL
SERVICES
℞ FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION
JOSEPH JOSEPHSON 45 West 45th St.
Circle 6-2146 New York 36

R.J. O'Donnell

(*Continued from page* 1)

despite his multitude of business responsibilities, always was at the beck and call of his country and fellow men."

O'Donnell, known widely as "Mr. Show Business," died in Dallas Nov. 10, following a brief illness. He was 68.

Delegates of amusement leaders, despite the city's first snowstorm of the year, were present for the 30-minute ceremony and heard Johnston's eulogy to the man who had "a magnificent gift for friendship."

'Mr. Showman Himself'

"Bob O'Donnell," Johnston said, "was Mr. Showman himself. He probably spouted more new ideas all his life than the wells of Texas gush oil. He wasn't afraid of his own new ideas. And he wasn't afraid of the other fellow's new ideas. He welcomed change and innovation and set out to meet them. He knew progress could come in no other way.

"Under his guidance, his leadership, the Interstate Circuit was always doing something new and exciting and unexpected and very worth while. And here was no unsung hero in his own community. Bob was sung and celebrated and beloved by his own people from the Panhandle to the Rio Grande. This I saw for myself.

"Bob felt deeply the responsibility that the motion picture imposed upon him and upon all of us associated with it. In his own career, the screen moved from the back street to become the greatest popular medium of expression that man has ever devised."

Charitable Activity Recalled

Johnston further cited O'Donnell's contributions to three specific organizations—the Will Rogers Memorial Hospital, Motion Picture Pioneers and Variety Clubs International—and personally endorsed a proposal by A. Montague, vice-president of Columbia Pictures, that a memorial building named for O'Donnell be constructed at the Hospital.

Gov. George D. Clyde of Texas, O'Donnell's adopted State, sent a specially-appointed delegation to represent him at the service. Robert Coyne, former special counsel for COMPO, traveled from Washington with a group of men representing the federal government. A delegation of theatre operators and personal friends and business associates, as well as representatives of many Texas organizations of which O'Donnell was a member, were also in attendance.

Whole Industry Represented

Further delegations representing the following organizations in the amusement industry also were present:

Variety Clubs of Texas, Washington, New York and other cities; COMPO, Texas COMPO, MPAA, New York Treasurers Club, Independent Motion Picture Theatre Owners of New York, Motion Picture Pioneers, Actors Equity Association, Radio-TV Broadcasters Association, Dramatic Guild, Screen Actors Guild, IATSE & MPO., Illustrators Club, Catholic Actors Guild, Episcopal Actors Guild, Authors League of America, Association of Theatrical Press Agents and Managers, The Lambs, The Friars, United States Association; ACE, American Federation of Labor-CIO, Metropolitan Motion Picture Theatre Association, ANTA, ASCAP and others.

Others present included Ned Depinet, Toots Shor, Arthur M. Martin Quigley, A. Schneider, A. Montague, Charles Simonelli, J. Mandel, Sol Schwartz, Paul La and Arthur Israel.

The group was led in prayer by Msgr. Vincent J. Brosnan, chaplain of the Catholic Actors Guild, of which O'Donnell was a member.

'Circus Priest' To Be Film Subje

Special to THE DAILY

FRIESING, Germany, Dec. (Air Mail)—Germany's "circus will be the subject of a motion picture soon to go into production ther Heinzpeter Schoenig, S.A.C also directs a boy's home her play the title role himself.

Father Schoenig was named tor of circus and show booth fo Germany, Austria, and Switz by Pope Pius XII in 1957. Th being produced by Kramer and pany of Darmstadt, is schedule completed by Easter, 1960.

Variety of Stars in 'Parish

Father Schoenig's parish is m of circus performers, acrobats, and other entertainers who no find it difficult to keep in touc the life of the Church.

Rohrs Appointed UA Central Div. Manag

John P. Rohrs has joined Artists Television, Inc., as Centr vision Manager, it was announc Bruce Eells, executive vice-pre of UA-TV. Rohrs, who will ma headquarters in Chicago, com UA-TV directly from the Schwimmer Company where h sales manager based in Chicag previous professional affiliatio Rohrs, during the past ten years involved all phases of televisio sales.

Eells further announced that R. Allen has been named C sales manager. Allen's televisio radio background includes 19 ye experience with networks and cies.

SAG Supports the In Bargaining Dema

From THE DAILY Bureau

HOLLYWOOD, Dec. 7. — board of directors of the Scree tors Guild has voted unanimou support the collective bargainin mand of the Screen Extras Guil new contracts covering extra w retroactive to April 2, 1959, th mination date of the preceding tract, SEG members were advis its newsletter today.

orida Meet

(*Continued from page* 1)

dent of Theatre Owners of ica, told the convention of M.P. itors of Florida, a TOA affili- which opened here today.

dstone asked whether "among the ands of theatres that closed in t years, there were not at least that could have been saved had been a proper use of that ex- tion ingenuity which is supposed e characteristic of our business had there been a little more en- asm and energy devoted to their tion."

noted that many theatres that outlived their usefulness had been down and replaced with modern, ortable and glamorous houses— res "in keeping with the show- hip tradition of the motion pic- business. And these new theatres been successful."

Stresses Cooperation

dstone urged the exhibitors to rid of their resentments against ucers. "There is nothing so essen- to the health of motion picture bition," he said, "as the health ie motion picture producers. Our must be to demonstrated to the ucers that as our health depends theirs, so theirs depends upon ."

iting the damage done to produc- distributors as well as exhibitors by sale of pre-1948 film libraries to vision, Redstone said exhibitors t share the responsibility for ap- ntly being "not well enough or- zed or not sufficiently persuasive ringing home to the producers the ntial consequences to theatres of e sales."

edstone hailed the receptive atti- evidenced by Robert Bicks, As- nt U.S. Attorney General in ge of the Anti-Trust Division, at 's recent Chicago convention to- d changes in the consent decree as ncouraging development.

Our industry has changed; our blems have changed," he said. e once monumental problems of opoly and discrimination have become molehills among the dy- ic problems which face exhibitors ay." And, he said, "As intelligent we must recognize that it will mplish nothing to protect from possibility of discrimination an in- endent exhibitor who is going out business because he doesn't have ion pictures to exhibit."

he convention will continue ugh tomorrow.

Mrs. Twyman Heard

Margaret Twyman, Motion Picture ociation director of community re- ns, was a luncheon speaker, choos- as her subject, "Film, Females Firm Foundations." In posing a llenge to exhibitors, she said latch the storm warnings in your mmunity. Don't be a party to your n destruction and to the destruc- n of our industry . . . or more im- tant, to the destruction of our free- n as a people . . . by relinquishing n a modicum of responsibility for the selection and exploitation of our films . . . or else the self-appointed 'reformers' will take over to legislate forms of censorship . . . the last thing any of us wants."

Conventioneers were welcomed this morning by the city's Mayor Haydon Burns and by Arnold Haynes, MPEOF president from Naples, with B. B. Garner, MNEOF treasurer, Lakeland, serving as chairman.

Nearly 300 guests were on hand for today's luncheon.

Mitchell Wolfson, Wometco executive from Miami who is a former Theatre Owners of America president, told the gathering that the "greatest need of exhibitors is to find a common bond and a common purpose . . . and agree mutually on how it shall be achieved . . . then work toward our goal together." He also stated that "if we can sharpen up our theatres and find ways to encourage investments in the production of films, then we can compete on even ground with hi-fi, bowling alleys, pari-mutuel palaces and picnics."

A concessions forum was conducted in the afternoon under the chairmanship of Louis Gold, Pahokee exhibitor, with participation from indoor and drive-in owners and representatives of supply firms.

The R. C. Cola Co. hosted an evening cocktail party in the hotel's ballroom, followed by a buffet dinner and dance.

Journey to the Center of the Earth

CONTINUED FROM PAGE 1

bents. Major panoramic effects are outsized, exciting and creditable. Others of them are stark and terrifying—the attack by giant prehistoric reptiles, the magnetic storm at sea, the crumbling of Atlantis, that last vital scoop up a cosmic shaft. And whatever the action, the players meet it with courage and faith in the expedition that has carried them through many perilous months to a sudden and treacherous rendezvous with destiny at the heart of the earth.

Verne's story traces the movements of a geological expedition, emanating from Scotland and completing its membership in Iceland, from its accidental inception to its overwhelming conclusion. Along on the adventures go James Mason, a Scottish geologist of international renown; Pat Boone, Mason's eager young protege; Arlene Dahl, wife of a Swedish geologist who has been murdered; Peter Ronson, an Islandic ducktender of proven courage, and Ronson's duck, Gertrude, as invincible a navigator as the finest compass. There are five in all, and they proceed below.

But Thayer David, a Swede who has murdered Miss Dahl's husband and hopes to beat Mason's party to the earth's center, becomes perhaps the world's first subterranean deceiver. He creates false trails, shoots Boone who has refused to become David's packhorse, brutually slaughters then eats the duck, and is finally swallowed up by the sea.

After scaling the side of a crater, and next proceeding down a volcanic chimney, Mason's troupe begins to meet its man- and earth-made obstacles. Twice Boone gets lost. But the party recovers him and finds a natural sauna bath and takes hot showers there. The party's lamps begin to give out with corrosion. But a strange luminescence from algae on the rock walls provides a glow. Food is critically low. But the adventurous quintet stumbles into a forest of giant mushrooms which provides them with food, shoe leather and material with which to build a raft to navigate on the subterranean ocean they now encounter. They are attacked by giant dimetrodons, a horrible reptilian species long extinct. But some expert marksmanship saves the lot of them.

FOUR WEEKS OUT on the ocean — a brooding, black sea here skillfully reproduced—the raft party is attacked by a devastating magnetic storm. Now, Mason declares amidst all the havoc, they are at the exact center of the earth. Washed ashore, the expedition wanders into the lost, sunken city of Atlantis. A skeletal arm points the way from there, toward a shaft whose obstructive boulder is blasted away by gunpowder, allowing the group to fly toward the sky on an altar stone.

In the end, back in Edinburgh, Boone regains his love, Diane Baker, and Mason and Miss Dahl, having survived and conquered what was below them, hope now to capitalize on the affection they found there for one another by joining in an earthbound life. Although they have returned to a world of sun and stars bearing no proof of their discoveries, the principals agree their journey was successful.

Boone, whose every act and word is winning, sings several songs written especially for the film. "The Faithful Heart," by Sammy Cahn and James Van Heusen, should become a popular ballad. The screenplay by Brackett and Walter Reisch is crisp, wisely stopping short of overt "messages." Outstanding at all times are the set decorations by Walter M. Scott and Joseph Kish.

Running time, 132 minutes. General classification. Release, in December.

SAUL OSTROVE

Ohio Picketing

(*Continued from page* 1)

posals for four projectionists "featherbedding." Dave Cornwlel, secretary-treasurer of Local 386, IATSE, denied the charge.

The union said that Hunt wishes to hire one projectionist instead of the present four. Cornwell said that union projectionists were locked out when they reported for work. A two-year contract recently expired after several months of neogtiations failed to produce a new agreement.

Projectionists from Hunt theatres in Dayton and Ripley worked the CineStage during the dispute. Hunt said that he plans to continue daily operation. The theatre's current attraction is "The Big Fisherman."

Ad-Pub Task Force Is Set for 'Never So Few'

Metro-Goldwyn-Mayer has set up a special "Never So Few" advertising-publicity task force which will begin a swing of the country later this week in advance of the holiday bookings, it was announced by Dan Terrell, publicity manager. Si Seadler, Eastern advertising manager, will spearhead special activities on behalf of the film which is set for 200 holiday engagements. He will visit many of the key markets. Al Cohan eof the publicity department will also cover special "Never So Few" assignments.

Among the first markets to be visited by the task force will be New Orleans, Detroit, Washington, Boston, Cleveland and Chicago. These visits will supplement all of the activities already underway in the various localities by MGM press representatives and the local exhibitors.

Meanwhile the film has been booked for two weeks solid in 18 Los Angeles theatres and drive-ins, starting Wednesday, Dec. 23, and will open day-and-date in 14 additional outlying theatres.

'Best Edited' Pictures To Be Honored Tonight

From THE DAILY Bureau

HOLLYWOOD, Dec. 7. — The "Best Edited" theatrical and television films of 1959 will be honored tomorrow night by American Cinema Editors, at a cocktail party in the Crystal Room of Beverly Hills Hotel. The affair marks the first time the film editors have nominated and selected their own best editing choices.

Presenting the honors will be David Niven, Eva Marie Saint, Jan Sterling, Carolyn Jones, John Cassavetes, Peggie Castle, Gardner McKay, Barbara Nichols, Luciana Paluzzi and Connie Stevens.

'Desordre' to President

President Films, Inc., has acquired "Le Desordre de Nuit," starring Jean Gabin and Danielle Darrieux, for distribution in the United States, it has been announced by Joseph Green, recently returned from Europe.

20th

announces

for

Christmas

1960

MISS

ELIZABETH

TAYLOR

as



CLEOPATRA

CINEMASCOPE

COLOR by DE LUXE



from 20th...the hottest story in the industry today...and tomorrow!

All The News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 86, NO. 111 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 9, 1959 TEN CENTS

ohnston Says:

0-Point MPA Legislative Program OK'd

utgrowth of ACE Talks n Agenda for Next Meet

The board of directors of the Mo- n Picture Association of America at meeting here yesterday unanimously proved action the Associa- n with others alone on a -point legisla- e program af- cting all anches of the dustry, in- uding exhibi- n, Eric John- on, president, ld a trade ess confer- ce yesterday. Johnston said e program will be taken up at the xt meeting of MPAA's presidents' mmittee on exhibitor relations with e American Congress of Exhibitors;



Erie Johnston

(*Continued on page 8*)

kouras Trust Claims efore 1951 Dismissed

Anti-trust claims of the Skouras heatre Corp. against the major dis- ibutors which arose prior to June 951 involving its new Jersey thea- es were dismissed yesterday by dge Edward J. Dimock of the Fed- al Court in the Southern District

(*Continued on page 8*)

ickus Calls New Unity Greatest Development'

Special to THE DAILY

JACKSONVILLE, Fla., Dec. 8. — he development of new unity and nderstanding among exhibition, pro- uction and distributon was termed probably the greatest single develop- ent" of the past year in the film in- ustry by Albert M. Pickus, president

(*Continued on page 3*)

Film Classification Has Been By-passed: Johnston

Opposed to film elassifieation him- self, Eric Johnston, Motion Pieture Assn. president, yesterday said the is- sue has been "sidetraeked" and de- finitely indieated it is a dead issue insofar as voluntary industry aetion on it is coneerned.

"The Produetion Code authority looked into the subjeet at one time," Johnston said. "New ideas are always being presented and we look into them. I'm eonvinced elassifieation would be very harmful."

Johnston's statement eonfirms a MOTION PICTURE DAILY story of Nov. 19, which deseribed elassifiea- tion as a "dead duck."

Plan 'Exodus' Premieres For Christmas in 1960

By SAUL OSTROVE

(Pieture on page 2)

Otto Preminger announced here yesterday that his production of "Exodus," which he will also direct and film on location in Israel and Cyprus, will be premiered in New York, Chicago and Los Angeles short-

(*Continued on page 2*)

Krim Named Chairman Of Federation Drive

Arthur B. Krim, president of United Artists, has accepted the chairmanship of the Motion Picture and Amuse- ments Division of the Federation of Jewish Philanthropies for the 1959- 60 campaign, it was announced by Gustave L. Levy, president of the Federation.

The film and amusement industry

(*Continued on page 8*)

Kalmus to Retire: Clark Successor

From THE DAILY Bureau

HOLLYWOOD, Dec. 8. — Dr. Her- bert T. Kalmus, founder and only president of Technicolor, Inc. and Technicolor Corp., an- nounced today that he would resign as presi- dent and gen- eral manager of both companies, effective Jan. 1.



H. T. Kalmus

John R. Clark, Jr., ex- ecutive vice- president of Technicolor, will succeed Kalmus as pres- ident and general manager of both companies.

Kalmus, who is 78 years old, has

(*Continued on page 8*)

Investors Group Is Endorsed by Allied

Special to THE DAILY

MIAMI BEACH, Dec. 8. — Mem- bers of Allied States Association today unanimously voted a resolution en- dorsing the Motion Picture Investors, Inc., following a presentation by Rob-

(*Continued from page 6*)

Plans Advanced for MPA 1960 Product Campaign

Progress in getting the industry's "1960—The Big Year of Motion Pic- tures" campaign under way was re- ported yesterday following a meeting

(*Continued on page 2*)

Allied Board Passes Six Resolutions As Stormy Series of Meetings Ends

Special to THE DAILY

MIAMI BEACH, Dec. 8.—The board of directors of Allied States Association late today concluded one of its longest and stormiest series of meetings. The board has had a half-dozen sessions, each lasting three or more hours, in the past four days. Sufficient agreement was reached to pass resolutions on the following six subjects:

¶ The white paper campaign is to be vigorously pressed

¶ Membership in the American Congress of Exhibitors will be con- tinued with a hope for prompt action by ACE

¶ Compo activities were endorsed.

(*Continued on page 8*)

At Allied Meet

Cooperation In Promotion Need Stressed

Exhibition, Distribution Give Viewpoints at Session

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Dec. 8.—Ways and means of developing the state of mind that permits maximum cooperation between exhibitor and distributor in merchandising pictures were con- sidered at the second session of Allied States Association's first combined in- door and drive-in conventiton at the Hotel Eden Roc here today.

Exhibition's viewpoint was ex- pressed principally by Ben Marcus, who served as chairman of the ses- sion, and Milton London. Distribu- tion's merchandising was represented by Roger Lewis, vice-president of United Artists; Robert S. Ferguson, national director of advertising and publicity for Columbia; and David Lipton, vice-president of Universal.

"Cooperation between distributor

(*Continued on page 6*)

Upcoming Product Is Described to Allied

Special to THE DAILY

MIAMI BEACH. Dec. 8. — Product forthcoming from United Artists, Co- lumbia Pictures, and American-Inter- national was described to Allied States' convention delegates here to- day by company representatives.

United Artists plans 36 to 42 fea- tures for release in 1960 and at 24 of these will be "double A" productions, Milton Cohen, Eastern and Canadian

(*Continued on page 6*)

Rackmil Enthusiasm Expressed at Meets

Special to THE DAILY

ROME, Dec. 8. — Enthusiasm in the future of the film industry and the certainty that University Pictures will play a "vital part in that future" were expressed to sales executives here by Milton R. Rackmil, Universal presi-

(*Continued on page 6*)

PERSONAL MENTION

MONROE W. GREENTHAL, president of Monroe Greenthal Co., and DAVID E. DIENER, vice-president, left here yesterday for the Coast.

•

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return today from Miami.

•

PHILIP DUBOIS, production director of International Film Associates here, has returned to New York from Hollywood.

•

BERNARD M. KAMBER, publicist, will arrive in Hollywood from New York today for conferences with officials of Hecht-Hill-Lancaster.

•

HERBERT PICKMAN and LEO WILDER, of the Warner Brothers New York publicity staff, are in Philadelphia from here.

•

BERNIE YOUNG, United Artists home office publicist, was a visitor this week in Atlanta and Jacksonville.

Film, Equipment Export Higher for Nine Months

From THE DAILY Bureau

WASHINGTON, Dec. 8.—U.S. exports of motion picture film and equipment during the first nine months of 1959 were valued slightly higher than exports for the same period in the previous year, according to Nathan G. Golden, head of the Commerce Department's Motion Picture Division.

Exports in the first three quarters of this year toalled $31,724,664, compared with a total value of $31,661,120 for the same 1958 period. All categories of films sent abroad increased in the 1959 period, Golden said, with the exception of 35-mm negative and positive motion picture film.

get your message across with

SPECIAL TRAILERS

by

national screen service



'Exodus' Plan

(*Continued from page* 1)

ly before Christmas, 1960, on a road show basis.

Adapted from the novel by Leon Uris, "Exodus" will be released through United Artists, thus completing Preminger's earlier UA commitment. Under terms of a new agreement, he will produce three forthcoming films for UA.

Preminger said he plans to begin next March 28 a four-months shooting schedule on the dramatization of the birth and growing pains of the Jewish nation. Haifa will be his headquarters for the first 11 weeks, then Jerusalem and Cyprus, each for three weeks.

Film processes for "Exodus" will be New Panavision 70 and Technicolor, and all scenes in the film, with the exception of the desecration of an Israeli youth village, will be shot against natural surroundings, including those portions of the film depicting Arab and Druse villages, the producer said.

Preminger declined to state the budget for "Exodus," but said the film's length probably would be around three hours.

"Nothing about the Israeli motion picture industry is professional," Preminger said. Therefore he is planning to recruit a team of technicians from several countries, notably American cameramen and Italian electricians.

"'Exodus' will not in any way be anti-British. We are trying to show the lives of five characters against the background of the birth of a new, pioneering nation. In order to restrict the film's length, we will not use any flashback scenes but will attempt to show our characters' pasts by the manner in which they lead their present lives," Preminger said.

His next film assignment, for Columbia Pictures, will be "Bunny Lake is Missing." His final production for Columbia will be "The Other Side of the Coin."

"Advise and Consent," Allen Drury's novel of Washington politics, will be produced by Preminger for release by United Artists. Filming will commence in D.C. next fall.

Turning to other industry issues, Preminger said he is still "very much against" film policing by non-industry sources. "In principle, I'm against any type of government censorship, because it infringes on the right of freedom of expression. However, self-restraint in film advertising, and recommendation of certain films for specific age groups, is advisable," Preminger stated.

He said he would attend the forthcoming Mexican Film Festival at Acapulco, where his production, "Anatomy of a Murder," has been entered.



Otto Preminger, shown at his press conference held here yesterday.

No Deal Completed Yet For Take-Over of Roxy

No deal has been set as yet for the realty firm of Webb & Knapp to take over the Roxy Theatre here, it was learned yesterday. Negotiations are now going on for the property, which has been owned by Rockefeller Center Inc. for the last four years. The theatre has been operated by a subsidiary of Rockefeller Center since October of this year.

William Zeckendorf, chairman of Webb & Knapp, told stockholders at the meeting in Wilmington, Del., last week that the company planned to demolish the theatre after its acquisition and use the site to enlarge the facilities of the Taft Hotel. Zeckendorf hopes to take control of the Roxy property early next year and said he would operate it as a theatre for several months thereafter until plans were completed for expanding the Taft.

Johnston to Paris on New Pact Talks Sat.

Preliminary talks concerning the lifting of a number of restrictions imposed upon American films by existing French import regulations will be held following the arrival in Paris next weekend of Eric Johnston, Motion Picture Association president, and G. Griffith Johnson, vice-president. The two are scheduled to leave here by plane on Saturday, to be gone only a few days.

At present, an interim agreement allowing the American companies 116 import permits is in effect in France. The industry is dissatisfied with its provisions and will have its position stated by the MPAA officials. No formal action is expected at the initial meeting, which will be followed by others.

MPA's Driv

(*Continued from page* 1)

of the publicity coordinating gr of which Phil Gerard of Universa chairman.

Plans were completed for sen out today through Compo's field p licity network a basic nine-page s covering the 27 pictures, three f each national distributor, which campaign will concentrate upon. story will be released to 146 new pers across the country, followed Wednesday by a revised version wh will be released in the New York and to the trades.

Complete working kits have b prepared and assignments made gathering material for 15 or 16 b stories included in the campaign. prepared were window displays on key pictures which will be nation distributed as part of a tie-in a travel story, which is part of basic program. For the window plays, 100 stills on each of the 27 tured productions have been ass bled for distribution.

Also in preparation and to be tionally distributed is a story ai at teen-agers.

On the working committee w met yesterday are: Frank Petra Buena Vista; Dick Winters, 20th C tury-Fox; Saul Cooper, Paramo Marty Blau, Columbia; Marvin L M-G-M; George Nelson, Wa Bros.; Burt Sloane, United Art Paul Kamey, Universal, and Ta Mills, MPAA.

Short on C. B. DeMi Booked with 'Great Wa

"Cavalcade of the Films of C B. DeMille," a special 20-minute ject covering highlights of DeM productions from 1913, will acc pany "Behind the Great Wall" AromaRama in its run at the DeMille Theatre here.

With narration by Henry Wilco the film features excerpts from pictures, beginning with "The Sq man," DeMille's first, to "Ten C mandments." The late prod speaks in a sequence from " Greatest Show on Earth," and app in the introductory sequence to " Ten Commandments."

Flinn's Mother Dies

CORONADO, Cal., Dec. 8.— Alvin Frank, widow of the late J Flinn, Sr., a Paramount executive, mother of John Flinn, director of dio advertising and publicity for lumbia Pictures, died of a heart tack in her home here yesterday the age of 68. Funeral services be held here on Thursday. She is vived also by a daughter, Marj Fisher; a brother Mel Ames, sales for Allied Artists in Boston; grandchildren and one great-gra child.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

omaRama in Premiere DeMille Theatre Here

ome 1600 show business celebri-, government and United Nations nitaries, industry leaders and others night attended the first showing "Behind the Great Wall" in Aroma-na, the first motion picture with rances, at the DeMille Theatre e.

nong those attending were Jackie inson, Benny Goodman, Bert Lahr, l Buttons, Adolph Zukor, Greta ssen, Louise O'Brien, Jack Carter, on Bean, Ray Heatherton, Spyros uras, Sam Levinson, Jane Morgan, & Pegeen Fitzgerald, Don Ameche, rst Buchholz, Thelma Ritter, Agnes Mille, and Mrs. Joseph Harper, Mille's daughter.

The completely refurbished theatre s dedicated by Walter Reade, Jr., l Mrs. Harper at the opening. Also attendance was a host of stars, fea-ed players and extras who appeared DeMille's earliest films.

ara. Sales Meeting Toronto Today

Special to THE DAILY

TORONTO, Dec. 8.—The fourth in series of Paramount regional sales etings, to set plans for the com-ny's augmented release program for 60, will be convened here tomorrow. Sidney Deneau, Paramount vice-sident, will direct the conferences so attending the meetings will be rome Pickman, vice-president; How-l Minsky, assistant to George Welt-r, vice-president in charge of world es; and Edward Chumley, special ordinator for Cecil B. DeMille's he Ten Commandments."

Joseph E. Levine, president of Em-ssy Pictures, will open the two-day ssion with discussion of his "Jack e Ripper," which Paramount will lease in February.

owan Leaves CBS-TV; ubrey to Succeed

Louis G. Cowan yesterday tendered s resignation as president of the BS Televison Network to Dr. Frank anton, president of the Columbia oadcasting System, and Dr. Stanton cepted the resignation in a letter to wan.

At the same time, Dr. Stanton an-unced the appointment of James T. ubrey, Jr., now executive vice-presi-nt, to the position of president. Au-ey had been in executive charge of e CBS Television Network during e recent illness of Cowan.

oins Youngstein Unit

Four additional executives have en appointed to the honorary com-ittee for the Special Salute to Health r Peace dinner honoring Max E. ungstein, vice-president of United rtists, on Dec. 14 at the Hotel Bilt-ore here. They are Robert Rossen, roducer, director and wrtiers; Sol . Schwartz, president of RKO The-tres; Benjamin Thaus, vice-president f M-G-M, and Fred Zinnemann, roducer and director.

Pickus Hails New Trade Unity

(*Continued from page 1*)

of Theatre Owners of America, in addressing the annual convention of M.P. Exhibitors of Florida here today.

Pickus referred to the series of meetings held by the American Congress of Exhibitors with members of the board of directors of the Motion Picture Association of America.

"There have been some concrete results," Pickus said, "but probably more important for the future are the intangibles. As long as we continue to talk, to understand each other's problems, to appreciate each other's goals, the surer we are of eventually solving our mutual problems.

"It will not come overnight because the mistakes of 40 years cannot be wiped clean in a few short months. But, long range, only good can come of this new harmony and new understanding. One of the primary goals of my administration shall be the continuance of this unity within our industry."

Points to Several Problems

The new TOA president cited new problems confronting exhibition in the form of Federal minimum wage law changes, anticipated censorship measures in the many state legislatures which will convene in 1960, and on the subjects of toll TV, blue laws and other matters.

Pickus said TOA welcomes Compo's move to coordinate an industry campaign against the proposed minimum wage legislation. "We hope Compo will do the job," he said. "It will have our full support. If at any time we feel it isn't, we shall step back into the campaign; too much is at stake to do otherwise."

Discussing TOA's conviction that all pre-censorship is unconstitutional, Pickus said the organization is equally "vehement about classification."

Sees Code Sufficient

"Our industry has a Production Code," he said, "which should provide all necessary self-regulation. We have, and shall continue to urge exhibitors to use tact and good judgment in their ads, just as we have asked the film companies to use discretion in their ads—because we believe most of the current pressure for censorship comes not from the content of films, but from the way they are advertised."

Pickus referred to TOA activities and accomplishments and told the organization, as he had done at the recent national convention in Chicago, of its growth, particularly among small theatre owners. This progress, he pointed out, parallels gains being made by exhibition and the industry as a whole.

"It definitely seems we are on the way up after our long drop during the 1950s," he said.

Invites Pleas for Aid

He reported on the recent understanding reached by TOA with the Army-Air Forces on military theatres competition, also reported on at the Chicago convention. He referred to the agreement as a beginning and invited exhibitors who have difficulty with military theatre competition to come to TOA for assistance.

Pickus also assured his listeners that he is certain film company presidents "have a genuine concern for our future and intend to do everything possible to keep theatres from closing."

'Porgy' European Bow In Munich on April 1

Samuel Goldwyn's "Porgy and Bess" will have its European premiere April 1 at the Royal Palast Theatre in Munich, it was announced yesterday by Lacy Kastner, president of Columbia Pictures International Corp.

Plans for the first Continental engagement followed home office meetings attended by Abe Montague, Columbia executive vice-president; M. J. Frankovich, European supervisor and vice-president of Columbia International; Norbert Auerbach, Continental supervisor, and James A. Mulvey and Douglas Netter, representing the Goldwyn organization.

All Festive Openings

The European openings will be marked by gala ceremonies, to be personally attended by Mr. and Mrs. Goldwyn, who also plan to be present at other European premieres to follow. Frankovich and Netter fly to Europe this week to finalize plans for Munich and other premieres.

At the same time, it was announced that discussions also included plans for "Porgy and Bess" openings to be scheduled in South America.

Mass. Theatre Wins Directed Verdict in Suit

Special to THE DAILY

BOSTON, Dec. 8.—Federal Judge George Sweeney today in U.S. District Court ordered a directed verdict for the defendants in the anti-trust case of the Victoria Theatre, Greenfield, Mass., owned by Herbert Brown, against the Western Massachusetts Theatres, Sam Goldstein, president, operating the Garden Theatre in the same city.

The original suit was filed in October, 1952, for one million dollars against the eight majors, Western Massachuettes Theatres and the M. A. Shea circuit, the latter operating the Lawler Theatre, Greenfield. The Victoria charged a national conspiracy to set up a system of runs, clearances and admission price fixing against the eight majors and the other two houses. Three years ago the majors made an out-of-court settlement in order to obtain a covenant not to sue. The sum the plaintiff received at that time was reportedly in six figures.

As the defendant exhibitors did not settle at that time, the suit was continued and was brought up in district court here on Nov. 9 against Western Massachusetts Theatres only. After two days of trial Judge Sweeney ordered a mistrial. On Nov. 17 the case started over again and has been on trial continuously since that date. After counsel for the plaintiff had concluded its evidence today, Judge Sweeney ordered a directed verdict for the defendant, deciding that there was not enough evidence that the defendant had participated in the alleged conspiracy and that the case could not go to a jury trial.

Counsel for the plaintiff, George S. Ryan and W. Bradley Ryan of Boston, have indicated they will appeal to the circuit court of appeals for a reviewing in the spring or fall of 1960.

Counsel for the defendant was Philip M. Cronin of the Boston firm of Withington, Crosspark and McCann.

Lipson President Of Florida T. O.

Special to THE DAILY

JACKSONVILLE, Dec. 8. — Joe Lipson, manager for the Dixie Drive-in Theatres in the Orlando area, became the 10th president of Motion Picture Exhiitors of Florida at an election during the closing business session today of the three-day annual convention in the Robert Meyer Hotel.

Re-elected for 1960 terms were B. B. Garner, Lakeland, as treasurer, and Sheldon Mandell, this city, as secretary. Named as vice-presidents were Mark Dupree, this city; Pete Sones, Tampa; Bob Daugherty, Leesburg; Ignacio Carbonell, Key West, and Tommy Hyde, Tallahassee.

Sarra in Legislative Post

Lamar Sarra, vice-president of Florida State Theatres, this city, was elected to the important dual post as MPEOF legislative chairman and as MPEOF's representative to Theatre Owners of America. Sarra, who is also legislative chairman of TOA, was recently named by Al Pickus, TOA president, as TOA's representative on the Compo committee to combat new minimum wage legislation which might prove ruinous to theatre operations.

At a board of directors meeting Tuesday morning, MPEOF voted to supply every Florida exhibitor with copies of the Production Code and the Motion Picture Advertising Code for use in informing critics of the industry's self-regulatory actions aimed at the threat of censorship.

Ad Forum Held

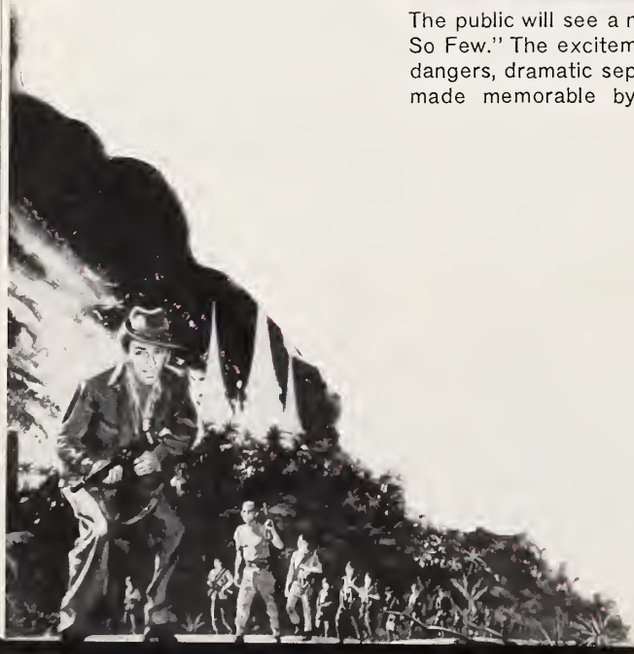
The convention's high point for many exhibitors was the advertising forum this morning conducted by Elmer Hecht of Wometco Theatres, Miami. Panelists who contributed authoritative and valuable advertising and exploitation ideas to the session included Mrs. Margaret Twyman, MPAA, New York; Irving Mack, Filmack Co., Chicago; Walt Meier, local Imperial manager; Jim Carey, local Loew's twin Normandy manager; Sarra, and Jim Partlow, United Theatres of Orlando.

FRANKIE AND GINA ARE LOVERS!



The public will see a new, explosive star combination in "Never So Few." The excitement of this love story that survives great dangers, dramatic separations and feverish re-unions has been made memorable by Frank Sinatra and Gina Lollobrigida!

TOGETHER FOR THE FIRST TIME!



TO THE 200 EXHIBITORS WHO WILL START THEIR NEW YEAR WITH

FIREWORKS!

BIG-TIME PRE-SELLING FOR M-G-M's "NEVER SO FEW"

NATIONAL MAGAZINE ADVERTISING—Ads in Good Housekeeping, Life, Redbook, Seventeen, Modern Screen, Screen Stories, Movie Life, Movie Stars, TV Close-Ups, Movieland and TV Time, Photoplay, Silver Screen, Movie World, Movie Mirror, TV and Movie Screen.

M-G-M ADS IN 25 TOP MARKETS—M-G-M is placing special Sunday-in-advance newspaper ads.

NATIONWIDE THEATRE PREVIEWS—Special audience Previews, with Press, Radio, TV, civic leaders, opinion makers. It's worth a trip to the nearest city to see this BIG ONE. Ask your M-G-M branch.

SPECIAL SERVICES—TWO great ticket-selling trailers: Regular trailer, same de luxe values as the feature; also, Special (gratis!) Teaser trailer playing up Hot Star combination. Both trailers from N.S.S.

BIG SHOWMANSHIP PRESS BOOK—Key art of campaign shown directly at below left is featured in big ad selection. Tie-ups of all kinds to let them know you've got a terrific entertainment.

$2,300 CASH PRIZE CONTEST FOR THEATRE MANAGERS—It's a pleasure to promote. See Press Book for details of Contest. Let your showmanship catch fire like the two stars do!

PUBLICITY PENETRATION—"Sinatra—Lollobrigida" combination getting big press and magazine coverage. For instance, special article "Star Chemistry," by Alice Hughes syndicated nationwide by King Features in 40 cities. "Steve McQueen" getting press attention!

TERRIFIC RADIO SPOTS—Specially produced, with provocative dialogue between Frank and Gina, action, music, background effects. Step up your radio campaign!



METRO-GOLDWYN-MAYER presents

FRANK SINATRA · GINA LOLLOBRIGIDA

in A CANTERBURY PRODUCTION

NEVER SO FEW

Co-Starring PETER LAWFORD · STEVE McQUEEN · RICHARD JOHNSON · PAUL HENREID · BRIAN DONLEVY · DEAN JONES

Screen Play by MILLARD KAUFMAN · Based on the Novel by TOM T. CHAMALES · In CinemaScope And METROCOLOR Directed by JOHN STURGES · Produced by EDMUND GRAINGER

Allied Meet

(*Continued from page* 1)

and exhibitor is necessary for survival. We must sell movie-going to the public," London told the delegates. He then gave details of the Detroit promotion campaigns used during the past five years. The program began with cooperation on institutional advertising and then moved on to cooperation on specific pictures. London summed up his conclusions reached thus far in Detroit as follows:

"1. Institutional advertising of itself is not too productive in increasing the box office.

"2. It is foolish to promote locally product not ready to be shown.

"3. It is better to skyrocket grosses on pictures expected to be successful rather than spending money on weak attractions.

"4. Spend money when the public wants to go to the movies—not when you want them to come. Midweek campaigns were unsuccessful. Weekend ones skyrocket grosses."

Marcus explained that the business building campaigns he has encouraged in Wisconsin and which are to be tested elsewhere under COMPO sponsorship do not require large expenditures such as needed in a city like Detroit. He said, "pre-selling must be done."

Showmanship 'The Only Thing'

"It is time to relegate other subjects to the place where they belong —showmanship is the only thing that distinguishes this business from any other," Lewis told the Allied delegates.

"It is easy enough to talk about the need for more and better showmanship, but it is another matter to back this talk with capital, because conversation without capital is just conversation," he said.

"Hard sell requires hard cash." Promotion campaigns for just two United Artists Christmas releases, "Solomon and Sheba" and "On the Beach." cost upwards of $1,500,000 each, he declared.

"This is as much as the total production and print outlay for over 80 per cent of the films made a few years ago."

'M for Merchandising'

Ferguson told the exhibitors that 1960, "The Year of the Big C," would also be "The Year of the Big M." "As everyone here knows," Ferguson said, "the C stands for Columbia, and as millions of moviegoers will soon find out, the M stands for merchandising."

Ferguson declared that every film on Columbia's release schedule for the coming year would be merchandised to the fullest, right down to the consumer level. "Merchandising films is the responsibility of the exhibitor as well as the distributor," he added. "We base our campaigns on every conceivable aspect of the film. But who knows the individual moviegoer better than his local theatre owner? The exhibitor must adapt our campaigns to meet the needs of his own patrons and community, just as we fashion our promotions to suit the film."

Turning to current problems of local censorship, Ferguson told the theatremen that any ad, radio spot, or television commercial formulated by Columbia is appropriate for exposure in any medium in the country.

"It is time to say some complimentary things about some exhibitors and some exhibitor merchandising," Lipton said. "Not all exhibitors are doing a good job but also not all distributors are doing a good job. The distributor must properly pre-sell pictures.

"As much money is lost by pushing out 'wet celluloid' by distributors of major attractions as is lost by exhibitors not aggressively selling pictures. The job of the exhibitor is to cinch the sale locally. The job of the distributor is pre-selling."

Praises 'Herald' Meetings

Deploring statements critical of exhibitors by independent producers, Lipton urged Allied to appoint—as TEA had done—a liaison committee with the Screen Producers Guild. Pointing out that producers will learn much from exhibitor contact, Lipton said he had recommended that one session each year of the Quigley Merchandising Conferences sponsored by *Motion Picture Herald* be held in Hollywood.

Walter Gettinger, Baltimore, called attention to the business building campaign run by exhibitors in that area. He also deplored the lack of preselling in the industry, citing as examples that "not one salesman has ever shown me a press book" and the scarcity of distributor field merchandising men.

In summing up London said that he and Marcus wanted it understood that exhibitors are "not rushing to distributors for a handout" when they seek cooperation in merchandising. "The aim is increased box office to benefit both exhibitor and distributor. Money is the least problem. Success requires sweat and time and the experience, ability and ingenuity of exhibitors."

Profile of New President of Allied

By CHARLIE JONES

NORTHWOOD, Ia., Dec. 8.—Al Myrick, born in Sac City, Iowa, in 1909, was educated in public school there and at Sioux Falls College, Sioux Falls, S.D., where he majored in commerce and was prominent in athletics. He bought the State Theatre in Lake Park, Iowa, population 924, in 1933, which he has operated ever since.

His drive, personality and showmanship soon made him one of the prominent exhibitors in Iowa. He became president of the Iowa-Nebraska unit of Allied States Association in 1948 and has served as its president since that time. He met his wife, Signa, who was teaching school at Lake Park when she came to his theatre. They have since reared three fine children. Sandra, 21, Mickey, 17, and Monte, 6.

Al has represented Iowa-Nebraska on the national Allied board of directors since the death of Leo Wolcott three years. Al worked up a series of trade-at-home merchant film messages which he has personally put into over 400 theatres throughout the mid-west. This has kept him on the road considerably, but he still operates his theatre with the aid of his family.

Those who know and understand the importance of what this trade-at-home program has meant to hundreds of small theatres appreciate the sincerity, effort and drive that is personfied in Al Myrick. Exhibitors in the mid-west territories are not too surprised to see him head our national Organization.

Investors Unit

(*Continued from page* 1)

ert Hoff, sales manager of the mutual fund.

The resolution was proposed by Sig Goldberg. After it passed Ben Marcus, chairman of the session, said. "Now go out and spend your money."

Hoff, in answer to a question, said the MPI was prepared to sponsor the project proposed by Marcus in his keynote address yesterday for the purchase from the companies of outstanding post-1948 features to reissue them to theatres rather than have them sold to television. Hoff had explained that the MPI policy was for an "orderly release" of features to television, starting first with the 1949 films and making available of that group only the poorer pictures and keeping others for reissue to theatres. MPI believes some features should never be sold to television, Hoff said.

Hoff announced that three men designated by Allied, would be elected to the MPI board of directors. Since Sept. 1 a half million dollars worth of stock has been sold. When the current goal of $2,000,000 is reached it is planned to increase the goal.

Rackmil Enthusiastic

(*Continued from page* 1)

dent. Accompanied by Americo Aboaf, foreign general manager, Rackmil is presently conducting a series of sales conferences through the world. He left here for Munich and then goes to Paris.

Rackmil said that Universal's strong come-back in the past year "was due to the selective production policy which was inaugurated as a vital part of its economic and financial reorganization." He outlined a program of 45 pictures, which he said would be ready within 18 months.

Aboaf commended the convention delegates on their outstanding performances in the fiscal year just concluded and emphasized that a new spirit of enthusiasm has pervaded the company's entire sales force throughout the world.

Coming Film

(*Continued from page* 1)

Division manager, assured the exh tors. Some 25 productions for next are either shooting or being prep to go before the cameras, he s calling the lineup the finest in company's history.

'Tremendous Stake,' Says Jackte

Rube Jackter, Columbia vice-p ident and general sales manager the theatremen that exhibition a tremendous stake in Colum blockbuster release program for 1 He said that exhibitors had as m to gain from the success of his c pany's ambitious schedule of 36 m films for 1960 as Columbia itself.

"We're both shooting for maxim boxoffice grosses," Jackter decla "and with the quality of our prod we're confident that the public come out to see our films. We've ready demonstrated our faith in future of the industry by our h investment in theatrical product It's a certainty that the bulk of rentals from our forthcoming rele will be plowed back into new pro tions."

Booking Pattern May Change

Turning to the booking prob raised by the company's stepped release program, Jackter said, more than doubling our supply major films, we are going to be co peting for playing time we have required in the past. There is a p sibility in many key cities of Col bia having enough quality prod available at one time to be play virtually every first run house. O iously, this will require changes the booking patterns of many exh tors."

Full recognition of American Int national Pictures as a "major source supply and profit" was asked by Sa uel Z. Arkoff, AIP vice-preside "There can be no double standards industry thinking," he told the de gates.

Arkoff Sees 'Only One Standard'

Arkoff said, "There is only standard of majority. That stand is profit to the exhibitor. The co pany coming up with the biggest for the most exhibitors is a maj without regard to overhead, budg or tradition."

Arkoff recapped the five-year pr ress of the company's product fr first programming ideas through current "Goliath and the Barbarian which he said is setting records Balaban and Katz's Roosevelt The tre, Chicago, and has set a reco for advance "A" house bookings an AIP picture.

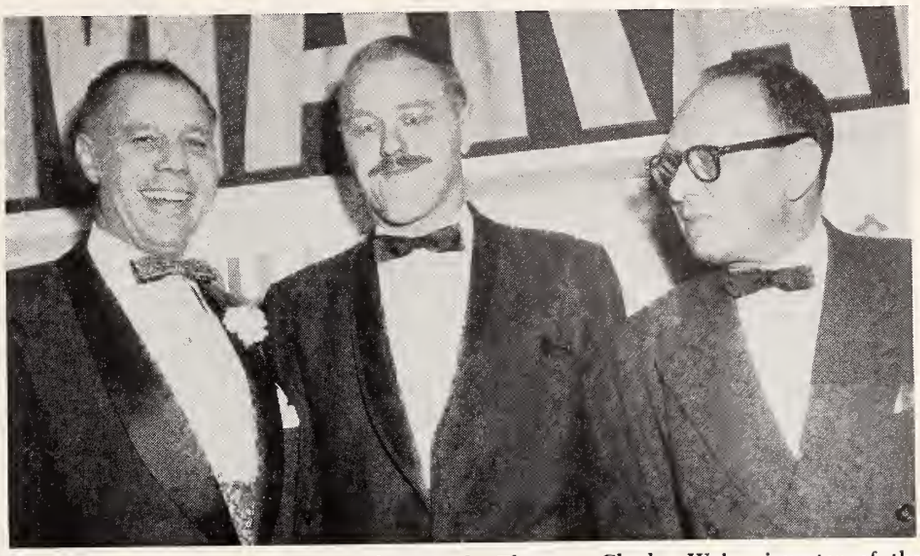
Will Pick Meeting Site

MIAMI BEACH, Dec. 8.—Hora Adams today announced that the 19 Allied States Association national co vention will be held in the fall of th year at a site to be selected within t next few months.

The next convention has been for the Conrad Hilton in the fall 1960.

AromaRama in Spectacular Debut at DeMille

THE lights of Broadway blazed their brightest last night to herald the most exciting and ique World Premiere this famed street has nessed in a decade. "Behind The Great Wall" AromaRama, the first film accompanied by a ll-range of fragrances, was revealed before a ttering audience of more than 1600 entertain- ent, government, industry and social notables Walter Reade Jr.'s new DeMille Theatre. The st nighters were enthralled as the pictorial say on contemporary China unfolded with dra- atically timed introductions of a spectrum of fferent and unusual aromas synchronized with e screen image. AromaRama was unanimously iled by the audience as a formidable advance- ent in film-making.



Walter Reade, Jr., president of Walter Reade Theatres; Charles Weiss, inventor of the AromaRama process, and Sidney Kaufman, producer of the overall project.



alter Reade, Jr. and Mrs. Joseph Harper, daughter of the late Cecil B. DeMille, dedicate the completely new and beautiful DeMille Theatre.



/illiam Heineman, vice-president of nited Artists in charge of sales, and Irs. Heineman.



Don Ameche, film and broadcasting star, and his mother.



Eugene Picker, president of Loew's Theatres, and Mrs. Picker.



Harry Mandel, assistant to the president of RKO Theatres, and Matty Polon, head buyer of RKO Theatres.

Resolutions

(*Continued from page* 1)

especially the Wisconsin merchandising plan, and the legislation efforts of the council.

¶ 70mm was called a device or "gimmick" to increase waiting time of subsequent runs.

¶ Conciliation: too early to decide at this time regarding its worth to exhibitors.

¶ Post-1948 features: there should be a study of Ben Marcus' plan for acquisition of such pictures to control their TV exhibition.

Meetings of the Allied board concluded with only some of the bitterness engendered by the contested election dissipated. Long-term effect of the disputes over personalities and issues cannot be judged at this time. Much will depend, it is reported, on the various committee appointments to be made by Al Myrick when he recovers from his current illness and assumes his duties as Allied president.

'White Paper' Reaffirmed

The Allied resolution on the "white paper" reaffirmed the campaign, including a grass-roots letter-writing drive to influence members of Congress.

On ACE, the resolution said, "The board expressed the hope that the conferences between the representatives of exhibition and production and distribution will go forward as rapidly as possible . . . (that there be) prompt action . . . to the end that the supply of quality pictures may be increased and that burdensome and unfair trade practices may be eliminated."

Compo Supported

While supporting Compo, the resolution said, "Allied reserves the right to solicit information from its own members, and to stimulate opposition to legislation by them, based upon facts peculiar to small town and subsequent–run independent operations."

The resolution on 70mm films expressed "alarm and indignation" that advertising campaigns solicited attendance from as far away as 100 miles or more.

The resolution concluded with the board's calling upon distributors "to make their pictures available to the theatres on 35mm prints on regular release, and with early availabilities."

Successful Conciliation Cited

On conciliation a resolution said, "A few instances of successful conciliation were reported . . . there was a larger number who reported failures and dissatisfaction." Allied urged the companies to impress upon branch managers the duty of setting early conferences "and to treat seriously the complaints brought to them by exhibitors."

In connection with Marcus' plan for an exhibitor-sponsored company acquiring post-'48 features a resolution said, "This matter is of such tremendous importance to the theatres that every means for carrying out Marcus' ideas should be explored and any plan that seems workable should be developed."

MPA Legislative Plan OK'd

(*Continued from page* 1)

ACE already has ceded jurisdiction in most of the legislative subjects in the program affecting exhibition to the Council of Motion Picture Organizations. They include elimination of remaining Federal admissions tax, and opposition to proposed amendments to the Federal minimum wages and hours law, among others.

Wants All Branches Aided

Johnston said the program was an outgrowth of the talks which have been held between the MPAA exhibitor relations committee and the ACE executive committee. It represents, he said, a setting down of what can be worked on in the legislative area to the benefit of all branches of the industry. In carrying it out, MPAA will work with any and all interested groups, he said.

The program calls for:

1. Efforts to obtain an increase in the appropriation for the Informational Media Guaranty Program, thus opening the way to distribution of films in more countries where financial barriers now bar them.

2. The extension worldwide of the present 14 per cent (or a comparable rate) tax credit allowed film distributors on their earnings in the Western Hemisphere.

3. The modification or repeal of present provisions of the Internal Revenue Code which operate to require withholding of 30 per cent of income earned in the U.S. by foreign producers, because the existence of the law serves as an excuse for nations abroad to adopt a retaliatory tax on American production companies working within their boundaries, even though most such countries are unlikely ever to produce a picture in the U.S. and thus come under the provisions of the I.R.C.

4. The elimination of the remaining Federal tax on admissions.

5. The enactment of legislation which would average the Federal income taxes of talent over a period of years. Coast lawyers have been asked to draft legislation of the kind which could be presented to Congress.

6. To aid in urging exemption of theatre personnel from the Federal wages and hours law. Figures on what such legislation as has been proposed would cost theatres has been requested and is being prepared. Branding estimates of a $350,000,000 cost as "erroneous," Johnston said MPAA wants "the facts" and will work with all who are interested in having theatres exempted from the new provisions, believed sure to pass during the coming session of Congress.

7. To obtain effective aid for theatres as part of the Federal program of aid to small business. Johnston said existing legislation is responsible for the difficulties the Small Business Administration has in making loans to many theatres.

8. Combat all proposed state and municipal regulation of motion pictures and their advertising by censorship.

9. Work for the repeal or reduction of state and municipal taxes on admissions and on film rentals, such as sales, use or gross receipts taxes.

10. Repeal or modification of state income taxes and their withholding provisions which apply to production companies "on location."

Johnston said this program will be taken up with ACE when the MPAA exhibitor relations committee next meets with it.

Asked if the MPAA board had called for preparation of the program, Johnston replied that it had been drawn up by himself and his staff, ostensibly on his own initiative.

Asked whether it signified a greater application of his time and efforts to problems of the domestic industry, he said he felt he always had given adequate time to the industry's problems, whether domestic or foreign. "I go where the fire is," he said.

Kalmus Retires

(*Continued from page* 1)

headed Technicolor for the entire 45 years of its existence and in that time has been cited for numerous scientific contributions in the field of color film photography and processing.

Despite his retirement, he will continue to serve the Technicolor companies as consultant. His resignation will be submitted to the board of directors of the companies at a meeting later this month, at which time, it is expected, Clark will be elected to the vacated posts.

With Company 24 Years

Clark has been with Technicolor 24 years and was asisstant to the president before being named executive vice-president.

Dr. Kalmus has contemplated retirement from full-scale activity for several years and some months ago he announced to directors his intent to retire to a consulting capacity under his current employment contracts.

Technicolor has grown, under Dr. Kalmus' guidance, from an idea to a company that conducts business in practically every free country of the world, and which in 1953 earned over $7,000,000 before taxes.

Honored by SMPTE

At the SMPTE convention in Detroit on Oct. 23, 1958, the society elected Dr. Kalmus to honorary life membership. The citation read in part—

"Dr. Kalmus had an ideal, and, more importantly, the ability to analyze the technical aspects of the problem, to develop and supervise a staff of scientists, experimenters, and engineers exploring and solving these problems in a well-conceived and directed plan, traveling always toward the ultimate goal of natural color in a form practical for use in the motion picture theatre."

George Tomasini Win 'Best Editing' Honor

From THE DAILY Bureau

HOLLYWOOD, Dec. 8.—M-G- "North by Northwest" and a C "Perry Mason" telefilm won 19 "Best Editing Achievement" awa for their respective film editors toni at a star-studded affair emceed comedian Jerry Lewis in the Cry Room of Beverly Hills Hotel.

Editing honors were given by American Cinema Editors, who lected their own best achievements first time after previously honor choices of motion picture and tel sion academies.

"North by Northwest" was edi by George Tomasini, the winn "Perry Mason" telefilm, "The Case the Spurious Sistern" was edited Richard H. Cahoon.

Skouras Trust Claims

(*Continued from page* 1)

of New York. This eliminated fr the lawsuit claims of approximat $16,000,000.

Basis of the decision was that, e though the action was brought in N York, the New Jersey statute of lim tions applies to the New Jersey th tres, and furthermore, that in an a trust suit that statute will be int preted to be two years.

Louis Nizer of Phillips, Nizer, B jamin, Krim & Ballon, counsel for distributors, in support of the mot for summary judgment to dismiss New Jersey claims as a matter of l without trial, contended that unl the court adopted this view, it wo encourage plaintiffs to "shop" for j isdictions which had longer statutes limitations. Adolph Kaufman of W man, Celler, Allen, Spett & Sheinbe counsel for Skouras Theatres, arg that the claims were properly brou and that they should not be dismis without trial.

The New Jersey theatres involv are the Fox and Liberty Theatres Hackensack, the Capitol and Ful Theatres in Jersey City, the Pasc Theatre in Westwood, the Plaza a Englewood Theatres in Englewo the Palace Theatre in Bergenfield, a the Brook Theatre in Bound Bro The plaintiff's claim with respect these theatres was that they sho have had a prior run than that wh they enjoyed and also that some these theatres had been compelled enter into pooling arrangements.

Krim Chairman

(*Continued from page* 1)

drive will go into high gear on J 13, 1960, with a dinner at the W dorf-Astoria Hotel for key executi and workers within the various fie of the entertainment business.

The Federation of Jewish Phila thropies, which is the largest lo organization of its kind in the wor seeks to raise an unprecedented s of $21,250,000 to maintain its netw of 116 hospitals, camps, commun centers, homes for the aged, child c and family agencies serving more th 738,000 persons of all races and cree throughout Greater New York ea year.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 112 NEW YORK, U.S.A., THURSDAY, DECEMBER 10, 1959 TEN CENTS

yers Speaks

ost-'48 Buy y Exhibitors een 'Legal'

onvention Given Report n Resolutions by Board

Special to THE DAILY

MIAMI BEACH, Dec. 9.—The pur- ase of post-'48 pictures by an ex- bitor-sponsored group is something feel could be legally accomplished," bram F. Myers, Allied States' board airman and general counsel, told the nvention here today in a report on solutions passed during the four ys of meetings of the board. [De- ils on the resolution were published MOTION PICTURE DAILY yesterday.] The efforts of S. H. Fabian, ACE airman, on behalf of exhibition ere complimented by Myers, who eferred to nine previous attempts at dustry unity, including those led by idney Kent, the NRA, William F. odgers, Abe Montague and Gradwell ears.

On the matter of the purchase of he post-'48 pictures, Myers said, "I

(*Continued on page 2*)

erasotes Heads TOA ecrees Revision Unit

The appointment of a new decrees evision committee, headed by George . Kerasotes, was announced yester- ay by Albert M. Pickus, president of heatre Owners of America. The com- ittee, charged with working with the merican Congress of Exhibitors in eeking any revisions of the decrees n the U. S. vs. Paramont case which t feels would benefit exhibition and

(*Continued on page 6*)

Guardian, Simon Named To New Posts with AIP

The appointments of Richard Guar- lian as supervisor of Latin American ales operations and of Gerard M. Si- non as assistant to the general man- ager were announced yesterday by William G. Reich, general manager for American International Pictures Export Corporation.

Guardian was formerly with Para-

(*Continued on page 6*)

'Eve' Replaces 'Reef' As Soviet Exchange Picture

From THE DAILY Bureau

WASHINGTON, Dec. 9.—The Soviet Union has selected "All About Eve" in place of "Beneath the Twelve Mile Reef" as one of the U.S. pictures purchased under the U.S.-U.S.S.R. film agreement, the Motion Picture Association of America, announced today.

The change was made because of basic materials from which to make prints of the original selection were destroyed in an accident at the studio. Both are 20th Century-Fox pictures. "All About Eve" starred Bette Davis and Anne Baxter, and won an "Oscar" as the best picture for 1950. It also won an "Oscar" for its director, Joseph L. Mankiewicz.

'Wong' Starts Jan. 4; Christmas '60 Release

By SAUL OSTROVE

One of Paramount Pictures' biggest films for 1960, its $3,000,000 production of "The World of Suzie Wong," starring France Nuyen in the title role she created on Broadway, will begin shooting Jan. 4 in Hong Kong, and will be released at Christmas next year, producer Ray Stark announced here yesterday at a trade press conference.

All exterior sequences will be shot in one month at Hong Kong. The company will then proceed to England, where interior scenes will be staged, for 10 weeks, he added.

Miss Nuyen, who agreed this week

(*Continued on page 7*)

At Allied States Convention

ACE Beginning to Pay Off, Fabian Says

Cites Results of 'Summit' Meetings, But Advises Self-Reliance

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Dec. 9.—The better understanding of each other's needs and potentialities is one of the chief results to date of the American Congress of Exhibitors' meetings with company presidents who are members of the Motion Picture Association's exhibitor relations committee, S. H. Fabian, chairman of ACE, told the Allied States convention here today.



S. H. Fabian

"Nevertheless," Fabian said, "our problems will be solved in the main by ourselves. The producer - distributors are a weak reed to lean upon. If we cannot make them aware of our need for more product our needs can only be

(*Continued on page 3*)

Dollinger Resigns As Allied's ACE Member

Special to THE DAILY

MIAMI BEACH, Dec. 9.—Irving Dollinger has resigned as Allied States' representative on the ACE executive committee, where he has been serving as alternate to Horace Adams, and the ACE sub - committee on exhibitor-distributor relations, which he had headed.



Irving Dollinger

At the same time Dollinger resigned as one of Allied's seven representatives on the Compo executive committee. Appointments to be made by

(*Continued on page 3*)

Urge Exhibitors Unite In Vending B-B Tie-In

Special to THE DAILY

MIAMI BEACH, Dec. 9.—The final session of the Allied States Assn. national convention here today opened with a strong plea for exhibitor groups to unite in a business building project that could be supported by national companies whose products are sold in theatres. The appeal was made

(*Continued on page 2*)

Orange, Musk, Sandalwood Scents Open Reade's New DeMille Theatre

By JAMES D. IVERS

AromaRama, adding the sense of smell to the impact of the motion picture on sight and sound, was unveiled to the public yesterday at the new Walter Reade DeMille theatre. The process, developed by Charles Weiss and now owned for licensing purposes by a Walter Reade subsidiary, drew critical and public applause from the moment commentator Chet Huntley, in a demonstration trailer, cut an orange in half and the tangy fragrance drifted across the theatre seemingly from the dripping juice on the screen.

For the first public exhibition of the process the Reade organization now has adapted "Behind the Great Wall," a Chinese travelogue photographed in Red China by an Italian producer, Leonardo Bonzi, and the scents include such evocative Oriental odors as sandalwood, musk, incense, burning gunpowder, flowers, damp earth and the river and harbor smells of Hong Kong.

Mechanically the system, involving

(*Continued on page 7*)

Alan May Is Appointed NT&T Vice-President

From THE DAILY Bureau

LOS ANGELES, Dec. 9. — The appointment of Alan May as financial vice-president of National Theatres & Television, Inc., was announced today by B. Gerard Cantor, president.

May will remain treasurer of NT & T, a position he has occupied since 1954.

PERSONAL MENTION

DAVID A. LIPTON Universal Pictures vice-president, will arrive in New York today from Miami.

•

EMERY AUSTIN, of the M-G-M home office advertising-publicity department, is in Kansas City today from New York.

•

A. R. TAYLOR, Paramount's midwest manager, was in Minneapolis this week from Chicago.

•

F. J. A. MCCARTHY, Universal's assistant general sales manager, has returned to New York from the Coast.

•

BERNIE YOUNGSTEIN, United Artists home office publicist, has returned to New York from Atlanta and Jacksonville.

•

MRS. DAVID ROSENTHAL, wife of the United Artists branch manager in Cleveland, has entered Mt. Sinai Hospital there for observation and treatment.

•

WILLIAM F. DAUGHERTY, Connecticut district manager for Lockwood & Gordon Theatres, was married to ANN LEBRECQUE, of Wethersfield, Conn.

Columbia Officially Gets S.L.C. Station

Special to THE DAILY

SALT LAKE CITY, Dec. 9.—Final arrangements for Columbia Pictures to take over Salt Lake City television station KTVT and radio station KDYL were completed here today with the formal signing of contracts. The transaction involves $3,100,000.

Signing the contracts were Weston C. Pullen, vice-president of Time, Inc., and Norman Louvau, representing Columbia. Formerly with Screen Gems, Louvau now becomes the new general manager of the stations. Columbia has created a new subsidiary, Columbia Electronics Corp., for its broadcast operations.

Former UA Man Dies

ATLANTA, Dec. 9.—Funeral services were held here this week for Donovan S. Hassler, Sr., 56, a former local motion picture executive, who at one time was employed by United Artists in Jacksonville, Fla. Donovan, who is survived by his wife and two sons, was advertising manager for the Fort Panye (Ala.) Times and Journal when he died.

Post-'48 Buy

(*Continued from page* 1)

don't want to get in a hassle with company lawyers, who must act with extreme caution in those matters on account of past history."

Myers explained that he sees two rival groups—television and theatres—each competing by vying for product. "Television's purpose is to play the pictures, but also to keep them away from theatres," he commented. He warned that if the present owners of the pictures conspired with theatre owners, that would be illegal.

On recent statements by Robert Bicks, U.S. assistant attorney general, Myers said, "I do hope this attitude is going to be as elastic and as helpful as you (Fabian) indicate. A modification of the decrees may be highly desirable. Allied joined fully and wholeheartedly by sending a delegation to the Department of Justice to permit formerly affiliated theatres to produce to help out in this starved market. The problem is the circuits who would make these pictures require preferential treatment in the exhibition of them."

'Stumbling Block,' for D. of J.

Turning to Fabian again, Myers observed, "If I were you or one of the other circuits I would feel that if I am going to take the risk I feel that I ought to have priority in exhibition of the pictures in theatres now owned. But it is a stumbling block at the Department of Justice. I hope some way can be found to find a compromise by give and take so that this marvelous contribution to the supply of pictures may be realized. I hope the matter is not abandoned but you will persist until you get the last word from the Department of Justice."

"The chief fault Allied has found with the Anti-Trust Division does not concern modifying the decrees," Myers remarked. "We feel some things can be accomplished without modifying the decrees, for example selling pictures in groups to independent theatres. We feel the decrees have not been enforced properly but have been construed till they have no meaning and no force today."

Wants Controversy Ended

For these reasons, the Allied leader said, the organization's board had voted unanimously to carry out the White Paper campaign which seeks court interpretations of the decrees.

Myers ended by thanking Fabian for coming, saying, "you have done a great deal to stimulate the thinking of this group." Myers noted that Fabian explained that ACE did not seek to take over the functions of any group. Myers said, "this is welcomed by those jealous of their own organization and Heaven knows I am, having spent so many years in it."

English Actors Seeking Film Percentage Deals

More and more English film actors are trying to emulate their American counterparts in signing up for percentage deals as against straight salary, Bill ("Wee Geordie") Travers, English film star, said at an industry press luncheon at the Absinthe House here yesterday. Travers will have such a deal in a forthcoming film about Greenland, titled "The Sledge Patrol."

The actor arrived here from London Monday night to engage in advance promotion for the New York premiere of his latest picture, "The Bridal Path," which will have an invitational opening Friday night, Dec. 18, at the Trans-Lux Normandie theatre, with its regular engagement beginning the following morning. Travers has three more films to make for M-G-M under a five-film pact, and two more pictures for Launder and Gilliat, producers of his current picture, which is being distributed here by Kingsley-Union. The picture will open around Christmas in 10 key cities over the country.

Kingsley Guest and Speaker

Edward L. Kingsley, head of Kingsley-International, who also was at the luncheon, said that he is convinced the coming year will find a serious booking problem at the art house here. He said this situation is due to the increasing practice of major distributors in booking certain releases into these theatres on the practical theory that it is better to play longer to full houses, than a brief time to smaller audiences.

O'Donnell Service Held By Dallas Variety Tent

Special to THE DAILY

DALLAS, Dec. 9.—A memorial service for Robert J. ("Bob") O'Donnell was observed here this week by Variety Club Tent No. 17 during its regular monthly meeting. O'Donnell, who was vice-president and general manager of the Interstate Circuit, died here Nov. 10.

Participating in the ceremony were the Rt. Rev. Msgr. W. J. Bender, who was celebrant for the requiem mass Nov. 14; Phil Isley, chief barker, and president of the Isley Circuit, and Edwin Tobolowsky, international canvasman and past chief barker.

'Story on Page One' Booked for Rivoli

Twentieth Century-Fox's "The Story on Page One" has been booked as the next attraction at the Rivoli Theatre here.

The Jerry Wald production in CinemaScope, starring Rita Hayworth, Anthony Franciosa and Gig Young, will be shown following the current engagement of "The Big Fisherman."

Vending B-I

(*Continued from page* 1)

by Ben Smerling, executive vice-president of ABC Vending Co.

"The problem is how to get mo people into theatres," Smerling sai Pointing out that everyone wou benefit by increased attendance, urged an industry approach similar that of the dairy and beer industri

"You can get a substantial amou of money from suppliers—they ha a vested interest in the survival motion picture theatres." Smerli estimated that vending in theatr now amounts to $500,000,000 a ye of which $200,000,000 goes for t purchase of merchandise, includi drinks and edibles.

Cites Hershey Figures

Citing Hershey Chocolate as example, Smerling said that compan did about three or four million dolla of business through theatres eac year. He said such a company wou be prepared to contribute a lot money to help boost theatre admi sions 10 per cent or even five p cent.

Smerling deplored what he terme "bastardization" of money now re ceived by exhibitor groups from sup pliers. He said the companies will sa "no" to everyone. "But they will giv —and give substantially—if there is a organized industry plan. Since mos items sold in theatres are 'impuls purchases, sales lost by poor attend ance cannot be made up elsewhere, Smerling commented.

He concluded by urging Allie leaders and heads of TOA and othe exhibitor organizations to get togeth er and work out an industry plan s that vendors and manufacturers ca contribute to an attendance buildin drive.

Following Smerling's talk, Horac Adams said that Allied had appointe a committee to work out a new pro cedure for dealing with vendors.

Foreign Press Critics Elect Swerdlin Leader

Dr. Nathan Swerdlin, film editor of the *Jewish Day-Journal,* Tuesday night was elected 1960 president of the Film Critics' Circle of the Foreign Language Press of New York.

Elected with Swerdlin were James Karabatos, film editor of the *Greek National Herald,* vice-president; Wladislaw Borzecki, editor of the *Polish Morning Herald,* financial secretary, and Sigmund Gottlober, re-elected to his 20th term as executive secretary.

New Cinerama Offices

Cinerama, Inc., has acquired office space on the entire top floor of the new Grolier Building, at 575 Lexington Avenue.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald: Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

anquet Concludes llied Convention

Special to THE DAILY

MIAMI BEACH, Dec. 9. — The Al- d States' convention concluded to- ght with a dinner sponsored by ca-Cola at which special awards eviously announced were conveyed. e Berenson acted as toastmaster. Other awards went to Joseph R. igel, Allied industry man of the ar; Harold Mirisch, independent oducer of the year; and William yler, director of the year.

Burtus Bishop, assistant general sales nager of Loew's, accepted for Vo- , president, also the award to Wyler. ck Hudson personally accepted his ard. Miss Day was unable to attend. Harold Mirisch, in accepting his ard, promised that his company ould deliver within two to two and alf years 12 pictures costing a total $37,000,000.

A cocktail party prior to the dinner as sponsored by National Carbon Co. Al Myrick, new Allied president, ho has been ill, made his first in- rmal appearance at the luncheon on e final day. The lunch was spon- red by National Theatre Supply. ter the lunch there was a drawing r a $500 credit on the purchase of 70/35mm projector by Joe Horn- in, Inc.

ollinger Resigns

(*Continued from page* 1)

l Myrick, Allied president, to these d other key posts are expected to the first signs of political trends his administration. If Myrick re- points Dollinger, and he accepts, a ginning might be made to at least rtially heal the serious rift among lied leaders, which came to the rface at the four-day board meeting ncluded yesterday.

Milton H. London and others have en trying to run the role of "peace- akers" between the successful fac- n led by Trueman Rembusch and abe Shor, who engineered the elec- n of Myrick, and the defeated oup who voted for Edward W. der for president.

ollinger Says Small heatres Can Get Help

Special to THE DAILY

MIAMI BEACH, Dec. 9.—Irving ollinger briefly addressed the con- ntion on his views of the workings the ACE-exhibitor-distributor sub- mmittee. Si Fabian at the end of his lk requested that Dollinger speak.

"The people (representing the dis- ibuting companies with whom the CE sub-committee conferred) are ncere," Dollinger said. "I believe ey do want to help the small thea- es. They know that small theatres e essential in our business. Small eatres had to be helped first."

Dollinger went on to explain that

ACE Is Beginning to Pay Off, Says Fabian

(*Continued from page* 1)

met by exhibitors taking this matter in their own hands."

"These talks," he continued, "have made increasingly evident the interdependence of distribution and exhibition. The (company) presidents are learning more about our side of the business than they ever knew. We keep selling them our faith in the business. We know they are impressed by the power of united exhibition to get a job done. The last tax campaign was a revelation.

"There is an atmosphere about these meetings (with MPAA) which, I sense, is getting under the skin of the participants and it is this changing state of mind which keeps both sides hard at work to put the industry on a sound basis."

Sees Product Rise Next Year

Fabian said he believes there will be an increase in the number and quality of releases next year and has so told stockholders of Stanley Warner Corp., which he heads.

"The reason I was able to say this to my stockholders," he said, "is because at the last summit meeting a poll of the film company presidents indicated in each case their individual companies would make more pictures. Some presidents were specific, others were unable to state the number of additional features which they intended to produce. They know our problems. We are very hopeful that this year will reverse the downward trend in motion picture production."

Fabian also held out hope of some results of benefit to exhibition in the area of government relations.

"We thought," he said, "some progress was made in early (ACE) conferences at the Department of Justice, but this committee marked time when the change-over took place in the supervision of the Anti-Trust Division, and will now once more become active."

Praises Robert Bicks

Fabian spoke enthusiastically of Robert Bicks, the new Assistant U.S. Attorney General in charge of the Anti-Trust Division, referring to his "realistic slant on the administration of the ant-trust laws and the refreshing, open-minded candor of his views."

"These statements by Mr. Bicks," Fabian continued, "call for a complete review of every point where the ACE program impinges on contact with the government, and for an early meeting of the ACE executive committee to plan acceptance of the Bicks' invitation to amplify his statements and clear the atmosphere."

Activity Restricted, He Says

Fabian also reassured his listeners that ACE has no desire to replace existing organizations but will restrict itself to formulating the programs which represent the need of united exhibition.

ACE, he said will "remain a small task force and policy committee. It will not build an empire by adding staff and jobs, but will leave the actual work to existing committees and organizations which are efficient and competent.

"That is why we have refrained from taking over the toll TV activity, why we have released to Compo II projects, including censorship, taxes, industry publicity, and the minimum wage fight. We farm out these problems and if we don't like the way they are handled. ACE will take them back."

Cites Results of Unity

To exhibition alone, ACE's most significant contribution is unity achieved among themselves after many years of unsuccessful attempts to attain it. It was this unity, Fabian said, that made possible ACE meetings with the company presidents, also after many unsuccessful attempts on the part of exhibitor organizations and individuals. The summit meetings, he said, are centered now on the work of three subcommittees—exhibitor-distributor relations, research and more product.

Conciliation has been the outstanding result to date of the exhibitor-distributor relations subcommittee, Fabian said, but asked that its chairman, Irving Dollinger, be permitted to make a full report on its work and the "negotiations under way."

Questionnaire Distributed

The research committee, as it known, is well advanced on one project in association with the MPAA advertising-publicity directors committee. Its questionnaire has been distributed to exhibitors and compilation and study of the information will begin as soon as the returns are in.

The research committee has another project in preparation, Fabian said, "which has reached the point where a pilot study is being worked up requiring the cooperation of exhibitors in limited areas. With the assistance of an expert who is guiding the research, we are trying to find out why people have stopped coming to the theatres and what we can do to bring them back in greater numbers. This information will cover the teen-agers, the young married and the middle-aged groups. The definite announcement is some weeks off."

Fabian said there are three problem areas not being covered in the summit meetings. The disposal of post-48 film libraries is one, because of legal complexities surrounding the subject. However, Fabian said, "we have many things working for us and we continue to point out at every summit meeting the damage done to themselves and the theatres by the sale of the pre-'48 pictures and the dangers of releasing more libraries in the future."

"Ben Marcus' keynote address was a statesmanlike document. Every exhibitor must subscribe to the points made in it on the post '48 features. I pledge you the support of every exhibitor, if the plan can be worked out legally," Fabian said.

Government Relations Subject Apart

Toll TV, another of the problems, essentially has been left to "an enlargement and continuation of the Joint Committee which preceded ACE. Exhibitor-government relations, previously discussed, is the third problem area being handled outside the so-called summit meetings.

Fabian told the convention that theatres remain the producer-distributor's primary customer.

"Only theatres with their ample earning capacity justify the time, money and talent lavished on the annual studio program. Only theatres have the built-in means to give out to the patron the engrossing story-telling power which the producer puts into a feature. And only in theatres is there created the deep customer satisfaction reflected in the industry slogan, 'Get More Out of Life—Go Out to a Movie'."

Legislative Group Set

He reported that the MPAA board members have asked ACE's help on legislative items, "and so we are now forming a sub-committee on legislative policy. This is only for proposed legislation which we agree to support jointly."

"If I may venture a prediction," he said, "these summit meetings, if continued, will evolve into a standing committee for the motion picture industry. There is an atmosphere about these meetings which, I sense, is getting under the skin of the participants and it is this changing state of mind which keeps both sides constantly hard at work to put the industry on a sound basis.

"After 40 or 50 years of acting without mutual understanding of the problems of distribution and exhibition it takes some doing to talk together as businessmen. But in the ACE summit meetings I feel the generation of a new spirit.

Calls It 'Our One Chance'

"Please be certain that this committee (ACE) is our one chance of coming out of the woods."

Fabian concluded by pleading that the committee be supported no matter who are members of it—"give it the unified support it requires."

the first concrete result was a decision "to use what had not been used before—conciliation." "Where help is demanded, help should be given." He suggested that exhibitors who are having difficulty with conciliation communicate through their regional units with ACE. "The company presidents will see that the cases are given proper adjudication. Where small sums are involved a letter sent to the general sales managers will receive the same consideration as a personal visit."

On the matter of other distributor-exhibitor relation problems, Dollinger said, "The distributors have been told by their attorneys that other questions (i.e. other than help for small theatres) cannot be dealt with in concert. They can be discussed individually, company-by-company." Dollinger concluded by saying that the companies say these meetings will be set as soon as the exhibitors ask for them.

PERSONAL MENTION

DAVID A. LIPTON Universal Pictures vice-president, will arrive in New York today from Miami.

•

EMERY AUSTIN, of the M-G-M home office advertising-publicity department, is in Kansas City today from New York.

•

A. R. TAYLOR, Paramount's midwest manager, was in Minneapolis this week from Chicago.

•

F. J. A. MCCARTHY, Universal's assistant general sales manager, has returned to New York from the Coast.

•

BERNIE YOUNGSTEIN, United Artists home office publicist, has returned to New York from Atlanta and Jacksonville.

•

MRS. DAVID ROSENTHAL, wife of the United Artists branch manager in Cleveland, has entered Mt. Sinai Hospital there for observation and treatment.

•

WILLIAM F. DAUGHERTY, Connecticut district manager for Lockwood & Gordon Theatres, was married to ANN LEBRECQUE, of Wethersfield, Conn.

Columbia Officially Gets S.L.C. Station

Special to THE DAILY

SALT LAKE CITY, Dec. 9.—Final arrangements for Columbia Pictures to take over Salt Lake City television station KTVT and radio station KDYL were completed here today with the formal signing of contracts. The transaction involves $3,100,000.

Signing the contracts were Weston C. Pullen, vice-president of Time, Inc., and Norman Louvau, representing Columbia. Formerly with Screen Gems, Louvau now becomes the new general manager of the stations. Columbia has created a new subsidiary, Columbia Electronics Corp., for its broadcast operations.

Former UA Man Dies

ATLANTA, Dec. 9.—Funeral services were held here this week for Donovan S. Hassler, Sr., 56, a former local motion picture executive, who at one time was employed by United Artists in Jacksonville, Fla. Donovan, who is survived by his wife and two sons, was advertising manager for the Fort Panye (Ala.) Times and Journal when he died.

Post-'48 Buy

(*Continued from page* 1)

don't want to get in a hassle with company lawyers, who must act with extreme caution in those matters on account of past history."

Myers explained that he sees two rival groups—television and theatres—each competing by vying for product. "Television's purpose is to play the pictures, but also to keep them away from theatres," he commented. He warned that if the present owners of the pictures conspired with theatre owners, that would be illegal.

On recent statements by Robert Bicks, U.S. assistant attorney general, Myers said, "I do hope this attitude is going to be as elastic and as helpful as you (Fabian) indicate. A modification of the decrees may be highly desirable. Allied joined fully and wholeheartedly by sending a delegation to the Department of Justice to permit formerly affiliated theatres to produce to help out in this starved market. The problem is the circuits who would make these pictures require preferential treatment in the exhibition of them."

'Stumbling Block,' for D. of J.

Turning to Fabian again, Myers observed, "If I were you or one of the other circuits I would feel that if I am going to take the risk I feel that I ought to have priority in exhibition of the pictures in theatres now owned. But it is a stumbling block at the Department of Justice. I hope some way can be found to find a compromise by give and take so that this marvelous contribution to the supply of pictures may be realized. I hope the matter is not abandoned but you will persist until you get the last word from the Department of Justice."

"The chief fault Allied has found with the Anti-Trust Division does not concern modifying the decrees," Myers remarked. "We feel some things can be accomplished without modifying the decrees, for example selling pictures in groups to independent theatres. We feel the decrees have not been enforced properly but have been construed till they have no meaning and no force today."

Wants Controversy Ended

For these reasons, the Allied leader said, the organization's board had voted unanimously to carry out the White Paper campaign which seeks court interpretations of the decrees.

Myers ended by thanking Fabian for coming, saying, "you have done a great deal to stimulate the thinking of this group." Myers noted that Fabian explained that ACE did not seek to take over the functions of any group. Myers said, "this is welcomed by those jealous of their own organization and Heaven knows I am, having spent so many years in it."

English Actors Seeking Film Percentage Deals

More and more English film actors are trying to emulate their American counterparts in signing up for percentage deals as against straight salary, Bill ("Wee Geordie") Travers, English film star, said at an industry press luncheon at the Absinthe House here yesterday. Travers will have such a deal in a forthcoming film about Greenland, titled "The Sledge Patrol."

The actor arrived here from London Monday night to engage in advance promotion for the New York premiere of his latest picture, "The Bridal Path," which will have an invitational opening Friday night, Dec. 18, at the Trans-Lux Normandie theatre, with its regular engagement beginning the following morning. Travers has three more films to make for M-G-M under a five-film pact, and two more pictures for Launder and Gilliat, producers of his current picture, which is being distributed here by Kingsley-Union. The picture will open around Christmas in 10 key cities over the country.

Kingsley Guest and Speaker

Edward L. Kingsley, head of Kingsley-International, who also was at the luncheon, said that he is convinced the coming year will find a serious booking problem at the art house here. He said this situation is due to the increasing practice of major distributors in booking certain releases into these theatres on the practical theory that it is better to play longer to full houses, than a brief time to smaller audiences.

O'Donnell Service Held By Dallas Variety Tent

Special to THE DAILY

DALLAS, Dec. 9.—A memorial service for Robert J. ("Bob") O'Donnell was observed here this week by Variety Club Tent No. 17 during its regular monthly meeting. O'Donnell, who was vice-president and general manager of the Interstate Circuit, died here Nov. 10.

Participating in the ceremony were the Rt. Rev. Msgr. W. J. Bender, who was celebrant for the requiem mass Nov. 14; Phil Isley, chief barker, and president of the Isley Circuit, and Edwin Tobolowsky, international canvasman and past chief barker.

'Story on Page One' Booked for Rivoli

Twentieth Century-Fox's "The Story on Page One" has been booked as the next attraction at the Rivoli Theatre here.

The Jerry Wald production in CinemaScope, starring Rita Hayworth, Anthony Franciosa and Gig Young, will be shown following the current engagement of "The Big Fisherman."

Vending B-I

(*Continued from page* 1)

by Ben Smerling, executive vice-president of ABC Vending Co.

"The problem is how to get mo people into theatres," Smerling sa Pointing out that everyone wou benefit by increased attendance, urged an industry approach similar that of the dairy and beer industri

"You can get a substantial amou of money from suppliers—they ha a vested interest in the survival motion picture theatres." Smerli estimated that vending in theatr now amounts to $500,000,000 a ye of which $200,000,000 goes for t purchase of merchandise, includi drinks and edibles.

Cites Hershey Figures

Citing Hershey Chocolate as example, Smerling said that compar did about three or four million dolla of business through theatres eac year. He said such a company wou be prepared to contribute a lot money to help boost theatre admi sions 10 per cent or even five p cent.

Smerling deplored what he terme "bastardization" of money now re ceived by exhibitor groups from sup pliers. He said the companies will sa "no" to everyone. "But they will giv —and give substantially—if there is a organized industry plan. Since mos items sold in theatres are 'impuls purchases, sales lost by poor attend ance cannot be made up elsewhere, Smerling commented.

He concluded by urging Allie leaders and heads of TOA and othe exhibitor organizations to get togeth er and work out an industry plan s that vendors and manufacturers ca contribute to an attendance buildin drive.

Following Smerling's talk, Horac Adams said that Allied had appointe a committee to work out a new pro cedure for dealing with vendors.

Foreign Press Critics Elect Swerdlin Leader

Dr. Nathan Swerdlin, film editor of the *Jewish Day-Journal*, Tuesday night was elected 1960 president of the Film Critics' Circle of the Foreign Language Press of New York.

Elected with Swerdlin were James Karabatos, film editor of the *Greek National Herald*, vice-president; Wladislaw Borzecki, editor of the *Polish Morning Herald*, financial secretary, and Sigmund Gottlober, re-elected to his 20th term as executive secretary.

New Cinerama Offices

Cinerama, Inc., has acquired office space on the entire top floor of the new Grolier Building, at 575 Lexington Avenue.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

anquet Concludes llied Convention

Special to THE DAILY

MIAMI BEACH, Dec. 9. — The Al-ed States' convention concluded to-ght with a dinner sponsored by oca-Cola at which special awards eviously announced were conveyed. e Berenson acted as toastmaster. Other awards went to Joseph R. ogel, Allied industry man of the ar; Harold Mirisch, independent oducer of the year; and William yler, director of the year.

Burtus Bishop, assistant general sales anager of Loew's, accepted for Vo-l, president, also the award to Wyler. ck Hudson personally accepted his ward. Miss Day was unable to attend.

Harold Mirisch, in accepting his ward, promised that his company ould deliver within two to two and half years 12 pictures costing a total $37,000,000.

A cocktail party prior to the dinner as sponsored by National Carbon Co.

Al Myrick, new Allied president, ho has been ill, made his first in-rmal appearance at the luncheon on e final day. The lunch was spon-red by National Theatre Supply. fter the lunch there was a drawing r a $500 credit on the purchase of 70/35mm projector by Joe Horn-ein, Inc.

ollinger Resigns

(*Continued from page* 1)

l Myrick, Allied president, to these nd other key posts are expected to e the first signs of political trends his administration. If Myrick re-ppoints Dollinger, and he accepts, a eginning might be made to at least artially heal the serious rift among llied leaders, which came to the rface at the four-day board meeting ncluded yesterday.

Milton H. London and others have een trying to run the role of "peace-akers" between the successful fac-on led by Trueman Rembusch and ube Shor, who engineered the elec-on of Myrick, and the defeated roup who voted for Edward W. ider for president.

ollinger Says Small heatres Can Get Help

Special to THE DAILY

MIAMI BEACH, Dec. 9.—Irving ollinger briefly addressed the con-ention on his views of the workings f the ACE-exhibitor-distributor sub-ommittee. Si Fabian at the end of his lk requested that Dollinger speak.

"The people (representing the dis-ributing companies with whom the CE sub-committee conferred) are ncere," Dollinger said. "I believe ey do want to help the small thea-es. They know that small theatres re essential in our business. Small heatres had to be helped first."

Dollinger went on to explain that the first concrete result was a decision "to use what had not been used before—conciliation." "Where help is demanded, help should be given." He suggested that exhibitors who are having difficulty with conciliation communicate through their regional units with ACE. "The company presidents will see that the cases are given proper adjudication. Where small sums are involved a letter sent to the general sales managers will receive the same consideration as a personal visit."

On the matter of other distributor-exhibitor relation problems, Dollinger said, "The distributors have been told by their attorneys that other questions (i.e. other than help for small theatres) cannot be dealt with in concert. They can be discussed individually, company-by-company." Dollinger concluded by saying that the companies say these meetings will be set as soon as the exhibitors ask for them.

ACE Is Beginning to Pay Off, Says Fabian

(*Continued from page* 1)

met by exhibitors taking this matter in their own hands."

"These talks," he continued, "have made increasingly evident the interdependence of distribution and exhibition. The (company) presidents are learning more about our side of the business than they ever knew. We keep selling them our faith in the business. We know they are impressed by the power of united exhibition to get a job done. The last tax campaign was a revelation.

"There is an atmosphere about these meetings (with MPAA) which, I sense, is getting under the skin of the participants and it is this changing state of mind which keeps both sides hard at work to put the industry on a sound basis."

Sees Product Rise Next Year

Fabian said he believes there will be an increase in the number and quality of releases next year and has so told stockholders of Stanley Warner Corp., which he heads.

"The reason I was able to say this to my stockholders," he said, "is because at the last summit meeting a poll of the film company presidents indicated in each case their individual companies would make more pictures. Some presidents were specific, others were unable to state the number of additional features which they intended to produce. They know our problems. We are very hopeful that this year will reverse the downward trend in motion picture production."

Fabian also held out hope of some results of benefit to exhibition in the area of government relations.

"We thought," he said, "some progress was made in early (ACE) conferences at the Department of Justice, but this committee marked time when the change-over took place in the supervision of the Anti-Trust Division, and will now once more become active."

Praises Robert Bicks

Fabian spoke enthusiastically of Robert Bicks, the new Assistant U.S. Attorney Ceneral in charge of the Anti-Trust Division, referring to his "realistic slant on the administration of the ant-trust laws and the refreshing, open-minded candor of his views."

"These statements by Mr. Bicks," Fabian continued, "call for a complete review of every point where the ACE program impinges on contact with the government, and for an early meeting of the ACE executive committee to plan acceptance of the Bicks' invitation to amplify his statements and clear the atmosphere."

Activity Restricted, He Says

Fabian also reassured his listeners that ACE has no desire to replace existing organizations but will restrict itself to formulating the programs which represent the need of united exhibition.

ACE, he said will "remain a small task force and policy committee. It will not build an empire by adding staff and jobs, but will leave the actual work to existing committees and organizations which are efficient and competent.

"That is why we have refrained from taking over the toll TV activity, why we have released to Compo II projects, including censorship, taxes, industry publicity, and the minimum wage fight. We farm out these problems and if we don't like the way they are handled. ACE will take them back."

Cites Results of Unity

To exhibition alone, ACE's most significant contribution is unity achieved among themselves after many years of unsuccessful attempts to attain it. It was this unity, Fabian said, that made possible ACE meetings with the company presidents, also after many unsuccessful attempts on the part of exhibitor organizations and individuals. The summit meetings, he said, are centered now on the work of three subcommittees—exhibitor-distributor relations, research and more product.

Conciliation has been the outstanding result to date of the exhibitor-distributor relations subcommittee, Fabian said, but asked that its chairman, Irving Dollinger, be permitted to make a full report on its work and the "negotiations under way."

Questionnaire Distributed

The research committee, as it known, is well advanced on one project in association with the MPAA advertising-publicity directors committee. Its questionnaire has been distributed to exhibitors and compilation and study of the information will begin as soon as the returns are in.

The research committee has another project in preparation, Fabian said, "which has reached the point where a pilot study is being worked up requiring the cooperation of exhibitors in limited areas. With the assistance of an expert who is guiding the research, we are trying to find out why people have stopped coming to the theatres and what we can do to bring them back in greater numbers. This information will cover the teen-agers, the young married and the middle-aged groups. The definite announcement is some weeks off."

Fabian said there are three problem areas not being covered in the summit meetings. The disposal of post-48 film libraries is one, because of legal complexities surrounding the subject. However, Fabian said, "we have many things working for us and we continue to point out at every summit meeting the damage done to themselves and the theatres by the sale of the pre-'48 pictures and the dangers of releasing more libraries in the future."

"Ben Marcus' keynote address was a statesmanlike document. Every exhibitor must subscribe to the points made in it on the post '48 features. I pledge you the support of every exhibitor, if the plan can be worked out legally," Fabian said.

Government Relations Subject Apart

Toll TV, another of the problems, essentially has been left to "an enlargement and continuation of the Joint Committee which preceded ACE. Exhibitor-government relations, previously discussed, is the third problem area being handled outside the so-called summit meetings.

Fabian told the convention that theatres remain the producer-distributor's primary customer.

"Only theatres with their ample earning capacity justify the time, money and talent lavished on the annual studio program. Only theatres have the built-in means to give out to the patron the engrossing story-telling power which the producer puts into a feature. And only in theatres is there created the deep customer satisfaction reflected in the industry slogan, 'Cet More Out of Life—Go Out to a Movie'."

Legislative Group Set

He reported that the MPAA board members have asked ACE's help on legislative items, "and so we are now forming a sub-committee on legislative policy. This is only for proposed legislation which we agree to support jointly."

"If I may venture a prediction," he said, "these summit meetings, if continued, will evolve into a standing committee for the motion picture industry. There is an atmosphere about these meetings which, I sense, is getting under the skin of the participants and it is this changing state of mind which keeps both sides constantly hard at work to put the industry on a sound basis.

"After 40 or 50 years of acting without mutual understanding of the problems of distribution and exhibition it takes some doing to talk together as businessmen. But in the ACE summit meetings I feel the generation of a new spirit.

Calls It 'Our One Chance'

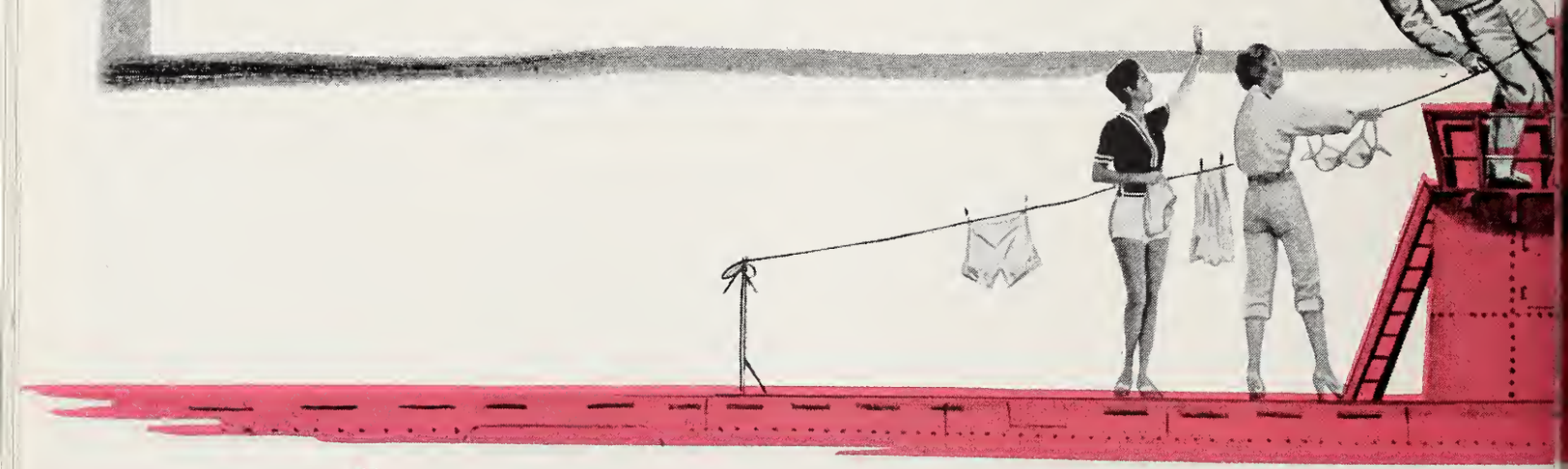
"Please be certain that this committee (ACE) is our one chance of coming out of the woods."

Fabian concluded by pleading that the committee be supported no matter who are members of it—"give it the unified support it requires."

BIGGEST CHRISTMAS
HISTORY OF N.Y.'S RA

"We have just honored CARY GRANT as the #1 Boxoffice star of the Radio City Music Hall, and it gives me great pleasure to see his new picture perform to the record business that OPERATION PETTICOAT opened to over this past weekend."

Russell V. Downing
President, Radio City Music Hall



Cary Grant ★ Tony Curti

Co-starring
JOAN O'BRIEN · DINA MERRILL · GENE EVANS with DICK SARGENT *and* ARTH

OW OPENING IN THE
CITY MUSIC HALL

Acclaimed by the New York press as:

"A rollicking comedy" (JOURNAL-AMERICAN); **"A delightful comedy"** (DAILY NEWS); **"Hilarious—a gay comedy"** (WORLD TELEGRAM); **"A top star comedy"** (POST); **"Funny enough to drown you in laughter"** (DAILY MIRROR).



Operation Petticoat"

ONNELL Directed by BLAKE EDWARDS Screenplay by STANLEY SHAPIRO and MAURICE RICHLIN Produced by ROBERT ARTHUR

A GRANART PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE

in Eastman COLOR

Kerasotes

(*Continued from page* 1)

the motion picture industry, would also undertake any liaison with the Anti-Trust Division of the Department of Justice sought by TOA in behalf of its members.

Kerasotes is chairman of the board of directors of TOA, and its immediate past president.

Nine Named to Committee

Appointed to serve on the Committee with him, are: E. LaMar Sarra of Florida State Theatres, Jacksonville; Sumner M. Redstone of Northeast Drive-Ins, Boston; Stuart Aarons of Stanley Warner Corp., New York City; Mitchell Wolfson of Wometco Enterprises, Miami; Roy Cooper of West Side-Valley Theatres, San Francisco; Myron N. Blank, of Central States Theatres, Des Moines, Iowa; Arthur H. Lockwood, of Lockwood and Gordon Theatres, Boston; M. Spencer Leve of National Theatres & Television Co. of Los Angeles; and Herman M. Levy, TOA general counsel of New Haven, Conn.

Like Kerasotes, Wolfson, Blank and Lockwood are past presidents of TOA.

Guardian, Simon

(*Continued from page* 1)

mount Pictures as general manager for Central America, and with United Artists as southeast district supervisor. His most recent post was with Guild Films as director of Latin America.

Simon was formerly with M-G-M in the Far East. Both men will headquarter at the company's foreign office here, effective immediately.

Reich also announced the resignation of Remi Crasto, supervisor for the Far East. Crasto will announce his future plans shortly.

'Condition' Will Open Japanese Series Here

The first film in the "Season of New Japanese Films," being presented at the Little Carnegie Theatre here start-Dec. 15 by Thomas J. Brandon will be "The Human Condition," it was announced yesterday. The series of eight new Japanese picture is being keyed to the 100th year of U.S.–Japanese relationships.

Other films on the program include "Drunken Angels," "Carmen Comes Home," "The Man Who Trod on the Tiger's Tail," "Women of the Night," "Four Chimneys," "She Was Like a Wild Chrysanthemum" and "The Maid." All will play a limited run of two weeks each.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

N. Y. Committee Pre-Files New Bill Calling for State Film Classification

Special to THE DAILY

ALBANY, N.Y., Dec. 9.—The Joint Legislative Committee on Offensive and Obscene Material today prefiled a bill indentical to that submitted during the latter part of the 1959 legislative session providing for classification of films.

It would require the Motion Picture Division, State Education Department, to classify as unsuitable for children subject to the compulsory education law (age 16) films which portray "nudity, horror, violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships, to an extent believed contrary to the proper mental and moral development" of youngsters. In licensing such releases, the unsuitability would be indicated "by appropriate word, words or symbol."

Regents Would Be in Charge

A publicity release by the Joint Committee stated that the classification, when adopted, would be "disseminated in a manner to be determined by the State Board of Regents."

Assemblyman Joseph R. Younglove, Johnstown Republican, said that prefiling of the measure was decided when the "self-regulation and improvement" expected as a result of conferences the Committee had with leading producers, distributors and exhibitors and with representatives of the Motion Picture Production Code Administration last winter had "not materialized."

"Despite isolated but highly commendable protests from enlightened individuals within the trade, the character and content of many films currently produced appear to the Committee both highly objectionable and contrary to the spirit, intent and letter of the industry's own Production Code," Younglove declared.

The Committee chairman cited "Hollywood's recent handling of the Code Authority's objection to 'Happy Anniversary' " as apparent "ample evidence of the industry's lack of sincerity in professing to adhere to the Code's requirements . . . the lip service it seeks to give is often far from convincing."

WB Moves in Minn.

MINNEAPOLIS, Dec. 9.—Warner Brothers, located here at 1000 Currie Avenue, will vacate the present building of two floors and a full basement by Feb. 1, according to A. W. Anderson, assistant manager. The building, erected by Warner Brothers 11 years ago, has been sold to the J. T. Miller Insurance Co. The new location of the film company after Feb. 1 will be 111 North 11th Street, the second floor of the Columbia Building, and a single floor space.

REVIEW:

Cash McCall

Warner Bros.

JAMES GARNER and NATALIE WOOD, with an impressive cast in support, give stature to this romance in a business setting. Based on a recent best selling novel by Cameron Hawley, the screenplay by Leonore Coffee and Marion Hargrove shifts the emphasis from an expose of a modern financial raider to the reform of a business tycoon through love for the daughter of one of his victims.

Garner, known to untold millions of the television audience as Maverick in the series of that name, is Cash McCall, terror of the business community, living on the spoils of shady deals and wrecked companies which he has bought for tax advantage or to pyramid into weapons to buy other companies. Miss Wood, whose personality was given full play in "Marjorie Morningstar," again shows that combination of sweetness and sensual appeal as the daughter of Dean Jagger, owner of a plastics company which Garner buys.

The love, begun at a vacation resort a year previously, and ended when Garner rebuffed Miss Wood after she had offered herself to him, again flowers and, after some vicissitudes, triumphs.

The settings are lush, the Technicolor photography on the gaudy side, and the supporting cast, including Jagger; Nina Foch as a conniving hotel executive who almost wrecks the romance; E. G. Marshall as Garner's sore beset lawyer, and Otto Kruger as his enigmatic banker, are more than effective.

Direction is by Joseph Pevney whose experience with such light and sudsy material gives it apparent substance and weight. Henry Blanke produced with a lavish budget.

It is a saleable product with particular emphasis indicated for the star names and the wide circulation of the book.

Running time, 102 minutes. General classification. December release.

JAMES D. IVERS

Picture Out-of-Focu Except with Glass

Among the hundreds of repo free technical service being giv theatre owners by equipment d under the program of the Counc the Improvement of Theatres and tion Picture Projection, is an sional chuckle, Albert M. Pickus, ident of Theatre Owners of Am and chairman of the Council, said terday.

The most recent incident w report made to him by a major jection service organization on problems of the owner of a theatre in the Mid-West, who plained his projection was not "sh The picture on the screen, said owner, was fuzzy.

An equipment dealer made the call. He returned with a field from a projection company. Still owner complained. They lent hi new pair of lenses. Still, said the treman, the picture was not sharp

In desperation, the service su visor of the projection company a long trip to the theatre. His len report to president Pickus, summ ing all that had gone before, cluded with this sentence:

"Mr. X. . . . (the theatre ow finally admitted to me that whe put on his eyeglasses the picture in focus."

P. S. There was no optom charge for this service, Pickus sai

'U' and Store Group Set Christmas Tie-in

A joint promotion in connec with the Radio City Music Hall gagement of Universal's "Opera Petticoat" has been developed by versal and the 270 Associated Stores in the greater New York a

The stores, in their newspaper vertisements Dec. 3 in metropol and suburban papers will salute premiere of the film at the Music as the Christmas picture. In con tion with the salute, Universal Associated will offer the stores' tomers the opportunity to win 50 phone calls as Christmas gifts to loved ones anywhere in the world.

'Sapphire' to Move He

"Sapphire," the Rank Organiza thriller being released in the Un States by Universal-International, be moved to the Murray Hill The from the Sutton Theatre here Wednesday, Dec. 22, to continue first-run engagement. The move necessitated by a prior commitm of the Sutton to open Columb "Suddenly, Last Summer," on Dec.

'Sheba' to Bow Dec. 2

Edward Small's "Solomon Sheba" will have its New York p miere Christmas night, marking opening of the New Loew's Cap Theatre, it was announced by Will J. Heineman, vice-president of Uni Artists, and Eugene Picker, presid of Loew's Theatres, Inc.

romaRama

(*Continued from page* 1)

tion of concentrated, chemically ared scents into the air circulation s of the theatre on electronic cue the projector, and almost immely clearing the air by means of ronic precipitating filters in the ast ducts, works very well. How- its adaptation to the picture iently falls short of the expecta- aroused by the cut orange. Its e in this area would indicate considerable experimentation is ed to realize the full potential of ystem as an audience attraction. e picture is episodic and without nuity but it includes some beauy effective photography in color an extraordinary variety of un- and interesting sequences, ing the use by Chinese peasants of orants for fishing in an upland hunting with falcons, horsemanby the wild and nomadic Tartar s of the north, a tiger hunt, a and the resulting flood—ancient y of the Chinese farmer, Buddrituals, old men exereising in a ese garden, a child's funeral, a ling, and a huge and bewilderolorful festival in Peiping celeng the People's Republic.

Effect Varies

these scenes the accompanying s are effective in heightening the of presence, augmented by the screen and the color, but in s they fall short and in some even are distracting.

e picture, and the process, are nted in the newly decorated and ively modernized theatre which e dedicated with appropriate nonies Tuesday night as the Detheatre. The new marquee, richnd tastefully decorated lobby, es and auditorium, and new n and projection equipment are lcome addition to the Broadway .

sic Hall Announces led Holiday Shows

ded showings of its Christmas am will commence at the Radio Music Hall this Saturday at 7:30 Doors also will open at 7:30 next Saturday, Dec. 19; Saturec. 26; Monday, Dec. 28; Tues- Dec. 29; Wednesday, Dec. 30, Saturday, Jan. 2.

extra midnight show for New s Eve has also been scheduled. Music Hall's holiday program is ration Petticoat," the traditional nt of "The Nativity," and "Yule n," a new stage show.

xicans Buy 15 Films

teen film subjects, including four ues, have been purchased here by rdo Chavez Guajardo and Mario e, of Mexico, through their New representative, J. A. Cordero, of s-Continental Films, to be re- d in Mexico by Cinematografica ica, S.A. The four re-issues are tination Moon," "Gung Ho," a," and "One Minute to Zero."

REVIEW:

1001 Arabian Nights

UPA—Columbia

HOLLYWOOD, Dec. 9

THE NEARSIGHTED Mister Magoo, who has led a hilariously charmed life in the short subjects field, has been drawn into his first cartoon feature assignment. Farsighted exhibitors will find Magoo's feature debut a moneymaking opportunity since it is being latched onto Columbia's "The Flying Fontaines" as a packaged program for young people, to be launched during the Christmas holidays.

The saleability of the cartoon will have to rely mainly on the Magoo followers. And for exploitation bait: in addition to the voice of Jim Backus as Mr. Magoo, the voices supplied by Dwayne Hickman as Aladdin; Kathryn Grant as the Princess Yasminda; Hans Conreid, the Wicked Wazir; Alan Reed, the Sultan; Herschel Bernardi, the Genie, and the Clark Sisters as Three Little Maids from Damascus may have some pulling power.

In this animated Technicolor film directed by Stephen Bosustow, Magoo is fronting for an old fairy tale favorite, Aladdin, who turns up as Magoo's moony nephew. The story line is as worn as Aladdin's magic lamp but there's nothing old about the crackerjack Magoo who helps to placate a king, defeat the corrupt Wicked Wazir, and promote his nephew's marriage to the king's daughter, loveliest princess in town.

George Dunning who composed the musical score of considerable charm, also wrote three songs with lyricist Ned Washington which are integrated into the action.

Magoo is depicted as an Arabian lamp dealer who wants to get his nephew Aladdin settled in marriage. Aladdin turns down three prospective beauties from Damascus, then falls in love with the Princess Yasminda. Yasminda is betrothed to the Wicked Wazir by her father, the Sultan, bankrupt by the Wazir's thievery.

The Wazir, guided by the voice of a magic flame, tries to get Aladdin to bring him a magic lamp from a treasure-filled hole in the ground; but Aladdin gains control of the lamp and its blob-like genie. Wazir manages to take brief possession of the lamp by tricking Magoo, but Aladdin is able to retrieve the lamp and win the princess for himself.

Running time, 75 minutes. General classification. Release, in December.

SAMUEL D. BERNS

Installations Abroad For Marconi Engineers

From THE DAILY Bureau

LONDON, Dec. 8 (By Air Mail).—In a recent four-week period, engineers of the Marconi-Wireless Telegraph Co. completed the installation of seven television and two sound broadcasting stations on three continents.

The value of these contracts, mostly export orders and the subject of fierce international competition, is £600,000.

The installations were carried out in Australia, Nigeria, Sweden, Northern Ireland, Denmark, Kenya and Britain. In the television field alone Marconi's have, during the past ten years, sold over £10,000,000 worth of equipment, including 94 television transmitters, 34 outside broadcast vehicles and more than 500 image orthicon cameras.

Renovate Detroit House

DETROIT, Dec. 9. — United Detroit Theatres' Broadway-Capitol has been closed for renovations, which will include a new exterior and lobby. Reopening is planned for Christmas Day.

4 New Openings Set For 'Ben-Hur' by M-G-M

Pittsburgh, Cleveland, Detroit and Kansas City will be among the first cities to open "Ben-Hur" in 1960, M-G-M announced yesterday.

The Warner Theatre in Pittsburgh will open the film on Jan. 19, followed by Loew's Ohio on the 26th, the Capri Theatre in Kansas City on the 29th, and the United Artists Theatre in Detroit, Feb. 16.

Four cities have already premiered "Ben-Hur"—New York, Los Angeles, Philadelphia and Boston—with openings between now and Christmas set for Montreal, Toronto, Dallas, Chicago, Atlanta and Miami.

New Pact for Gordon

HOLLYWOOD, Dec. 9.—Michael Gordon, who directed the current "Pillow Talk" for Universal, has been signed by Columbia Pictures for a multiple-picture deal, it has been disclosed by Samuel J. Briskin, vice-president in charge of West Coast operation. The first film will be "Smile of a Woman," which he will co-produce with Philip A. Waxman. The remaining three pictures will call for his directorial services only, on a non-exclusive basis over a six-year period.

'Wong' to Open

(*Continued from page* 1)

to star with William Holden, Sir Ralph Richardson and Michael Wilding in the Technicolor, wide-screen adaptation of Richard Mason's novel, and Paul Osborn's play, will be directed by Jean Negulesco. She made her motion picture debut in "South Pacific."

Selection of the Eurasian actress, Stark said, was made following a year-long search for a screen "Suzie." The producer said he, Holden and John Patrick, who is writing the screenplay, all have a "piece" of the picture.

A global "Suzie Wong" exploitation campaign, with headquarters in New York, Hollywood, London and Hong Kong, will begin its operations next week. No plans for simultaneous premieres in major world cities have been made as yet.

Sammy Kahn and James Van Heusen have written a song for the picture, but Stark said scoring would be done in London at the studios of Elstree Independent Films, Ltd.

Dano-Hedrick Formed; First Picture in Work

Special to THE DAILY

ATLANTA, Dec. 9.—Dano-Hedrick, film production organization, has been formed here by R. R. "Chick" Hedrick, local night club operator, and Steve Dano, Hollywood director. The company now is shooting its first picture, "Born to Swing," semi-biography of the Four Mints, musical team.

Production started here, but now has moved to Center, Tex., home of the Mints. Colleen O'Sullivan has the feminine lead.

Offices for Selznick

The recently reactivated Selznick Releasing Organization has established temporary offices at 37 West 57th Street here. Ben Siegel is serving as sales manager for the company.

More light + slower burn= lower costs

NATIONAL TRADE MARK

PROJECTOR CARBONS

A pre-Christmas treat for exhibitors, the press (and their children)



At press time special screenings have been set in the following cities:
San Francisco, Golden Gate Theatre, Dec. 19, 10 A.M.; **Washington,** Metropolitan Theatre, Dec. 19, 10 A.M.; **Boston,** Memorial Theatre, Dec. 19, 9:30 A.M.; **Chicago,** Esquire Theatre, Dec. 26; **Dallas,** Palace Theatre, Dec. 19, 10 A.M.; **Philadelphia,** Stanley Theatre, Dec. 19, 10 A.M.; **Cleveland,** Hippodrome Theatre, Dec. 19, 10 A.M.; **New Orleans,** Joy Theatre, Dec. 19, 9:30 A.M.; **Oklahoma City,** Criterion Theatre, Dec. 19, 10 A.M.; **Cincinnati,** Albee Theatre, Dec. 19, 10 A.M.; **St. Louis,** Fox Theatre, Dec. 19, 10 A.M.; **Los Angeles,** Wiltern Theatre, Dec. 19, 10 A.M.; **Kansas City,** Plaza Theatre, Dec. 19, 10:30 A.M.; **Minneapolis,** Orpheum Theatre, Dec. 19, 9:30 A.M.; **Detroit,** Michigan Theatre, Jan. 2, 10:00 A.M.; **Des Moines,** Paramount Theatre, Dec. 21.

"The Snow Queen" can be booked now for Easter playing time

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 113 NEW YORK, U.S.A., FRIDAY, DECEMBER 11, 1959 TEN CENTS

ITORIAL

lit in Allied

By Sherwin Kane

HE DIVISION in Allied States' anks which was brought to a head at this week's board of directors eting in Miami Beach has been in lence for some time.

t results from the determination of group to remain faithful to tradi- al Allied policies of attempting achieve its ends by criticism, agita- , controversy inside and outside industry and, to a certain degree, ation and its accompaniment, uni- eral action.

As opposed to the adherents of the d - but - ostensibly - still - un- ven ways, there has grown up hin Allied another group, con- ced that new times and new cir- nstances call for new attitudes and w approaches to the old as well as new problems.

In the latter group are many of ied's eminently capable and suc- sful younger generation of regional ders who, by the passage of time ne, eventually must inherit national dership if Allied remains intact.

This group has been contributing time, energies and talents without nt to intra-industry causes which it lieves will be of greater and more mediate benefit to small independ- t exhibitors than anything promised organized agitation and obstruc- nism. While these certainly are not e words which this group uses to fer to its constructive and coopera- e labors, they accurately describe e situation as many in the industry derstand it to be.

That this group suffered a setback having its candidate, Edward Lider, jected for the Allied presidency with o tieing votes absent from the iami board meeting, should dismay ither them nor Allied's friends.

Aware of the split, the new presi- nt, Al Myrick, is given a rare op- rtunity to so administer the organi- tion in the year or two ahead as to al the existing differences and bring rength out of threatened weakness. With an understanding of both groups, e may be able to fashion policies ac- ptable to both—policies which rule t neither constructive, cooperative tion, on the one hand, nor the right denounce unfairness and seek re- ress outside the industry, if need be, the other.

In this, we are sure, he has the est wishes of most industry members.

Pa. Senate Still Hasn't Confirmed Appointments to Censorship Board

Special to THE DAILY

HARRISBURG, Dec. 10.—Confirmation of Governor David Lawrence's appointments to the new three-member film and theatre Pennsylvania censorship board has been held up along with Senate inaction on other appointments by the chief executive.

It is impossible to prediet how long the situation might prevail. It could be ended in a week or could go on indefinitely. Meanwhile, the new censor board is non-existent, except on paper, and suits challenging the constitution-

(*Continued on page 4*)

Ruben Shor Dies Suddenly at 57

Special to THE DAILY

CINCINNATI, Dec. 10.—Ruben Shor, 57, veteran southern Ohio and West Virginia theatre owner, and a former president of Allied States Ass'n., died here suddenly at 4:30 A.M. today at his home. Funeral services will be held tomorrow at the Weil Funeral Home at 3:30 P.M.



Ruben Shor

Shor had been seriously ill with a heart condition for some time and was unable to attend the annual convention of Allied States

(*Continued on page 4*)

Compo Warns of Censor Attack on Courts

Under the caption, "Shall Pressure Groups Change Our Form of Government?" the 110th in the series of Compo ads in *Editor & Publisher* states that "the courts are being subjected to an organized letter-writ-

(*Continued on page 2*)

Gold, Cameraman, Dies; Shot Hindenburg Crash

Funeral services will be held at 11 A.M. here today at the Riverside Chapel for Alfred E. Gold, 68, veteran newsreel cameraman who retired two years ago and who died Wednesday in North Miami Beach, Fla. He is survived by his wife, Bertha; a son, Andrew; two daughters: Mrs. Yvette Goichman and Mrs. Rhoda Addis, and six grandchildren. The body was flown to New York for the services.

Gold was one of the best known of

(*Continued on page 6*)

Free $3,100,000 in Japanese Remittances

Negotiations have been completed with the Japanese Government by Irving Maas, vice-president of the Motion Picture Export Ass'n. in charge of Asia, for the immediate remittance of $3,100,000 of MPEA member company earnings, the MPEA board was informed by Erie Johnston, president, yesterday at a special meeting.

In addition, Maas has prevailed upon the Japanese authorities to in-

(*Continued on page 4*)

Johnston to Propose Organization of Television Film Export Association

Organization of a new television film export association, membership in which would be open to all TV film distributors wishing to join, will be proposed by Eric Johnston, president of the Motion Pieture Export Association, at the next meeting of company presidents, he told the MPEA foreign managers at a speeial session here yesterday.

If his proposal is approved, Johnston said, the new organization would function much like the MPEA does in regard to theatrical films but would be solely concerned with films made especially for TV. Membership would involve a "modest fee."

A speeial fact-finding committee has been studying the feasibility of a for-

(*Continued on page 5*)

TELEVISION TODAY—page 5

Lengthy Debate

Ratify Loew's Theatre Heads Stock Options

Stockholders Also Elect Slate of 10 Directors

Loew's Theatres stockholders at their first annual meeting yesterday approved stock options for six company executives and elected the proposed slate of 10 directors, three of whom have served as directors for one month or less.



Leopold Friedman

The stock options were voted after lengthy and occasionally heated debate, highlighting a meeting that lasted three hours and was held in Loew's State Theatre on Broadway. After the vote,

(*Continued on page 6*)

Nixon, Others, Salute Youngstein's Endeavors

Max E. Youngstein, United Artists vice-president, yesterday received tribute from Vice President Nixon, Governor Rockefeller and Mayor Wagner, in anticipation of the Salute

(*Continued on page 4*)

Wometco to Open New Theatre This Summer

Special to THE DAILY

MIAMI, Fla., Dec. 10. — Mitchell Wolfson, president of Wometco Theatres, today announced that the chain is planning to open a new 1,100-seat indoor theatre this coming summer.

The new theatre, under a 20-year lease from Food Fair Properties, will be located at the 163rd Street shopping center in North Miami Beach. Wolfson said all the new devices available, including 70mm projection, will be installed.

PERSONAL MENTION

ALBERT M. PICKUS, president of Theatre Owners of America, has returned to his home at Stratford, Conn., from Jacksonville.

•

LEO JAFFE, Columbia Pictures first vice-president and treasurer; M. J. FRANKOVICH, vice - president of Columbia International; and SIR CAROL REED, producer-director of Columbia's "Our Man in Havana," have returned to New York from the Coast.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, is in Cincinnati today from New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, together with BERNARD LEVY, AL SICIGNANO and ALVIN GEILER, have returned here following a tour of upstate New York.

•

JOHN B. NATHAN, Paramount division manager for Europe, North Africa and the Middle East, was married in Paris yesterday to PAULETTE GENEVOIX.

•

OTTO PREMINGER will leave New York over the weekend for Mexico to attend the Mexican International Film Festival. NAT RUDICH, his general representative left here yesterday for the festival.

•

CHARLES KING, head of Exhibitors Service, Jacksonville, has returned there from Atlanta.

•

MRS. ABE KRAMER, wife of the Associated Circuit executive, has entered Mt. Sinai Hospital, Cleveland, for observation.

•

FRANK LOWERY, United Artist sales representative in Atlanta, has returned there from West Palm Beach.

•

J. W. ROBINSON, owner of the Wheeler Drive-In Theatre, Elgin, Ala., will leave there shortly with MRS. ROBINSON for Mexico City.

•

MRS. ROBERT BURNETTE, wife of the executive of Ideal Pictures, Atlanta, has given birth to twin boys, TRACY and TERRY.

•

STANLEY KUBRICK, director, and the location crew of "Spartacus," have returned to Hollywood from Spain.

•

JOHNNIE HARRELL, of Martin Theatres, Columbus, Ga., has returned there from New Orleans.

All-Fronts Coverage Set for 'Beach' Debuts

For the simultaneous world premieres of Stanley Kramer's "On the Beach" on all continents Dec. 17, United Artists and the Kramer organization will speed international press and newsreel coverage through the use of jet transportation and cable and radio photo transmission, the film's global premiere headquarters announced here yesterday.

Photos of the premieres in London, Sydney, Tokyo, Stockholm, Berlin and Moscow will be transmitted here for extensive national planting by UA and global unit. Jet airline transportation will also be used to rush pictures of the overseas event here. Through arrangements with United Press International, newsreel and photo coverage of the openings will blanket every major world city within hours or minutes after the showings begin.

Multi-lingual newsreels for "On the Beach," first film to be accorded a seven-continent world premiere, will be flown by jet for showing in 10,000 theatres throughout the world.

Press Will Preview New Astor Theatre

The newly remodeled Astor Theatre will be unveiled to the press here next Tuesday afternoon. Hosts will be Robert W. Dowling, president of City Investing Co., which owns the theatre; Buffie Johnson, artist who did the murals for the theatre; William Heineman, vice-president of United Artists, distributors of "On the Beach," which will reopen the house; and Lillian Gish and Frances Fuller of the American Academy of Dramatic Arts, sponsors of the premiere performance on Dec. 17.

Tulipan to Tennessee On 'River' Meetings

Ira Tulipan, 20th Century - Fox publicity manager, flies today to Cleveland, Tenn., site of the filming of Elia Kazan's "Wild River," for conferences to coordinate international publicity on the film.

Tulipan will confer with Kazan on plans for publicity and exploitation of "Wild River," and will coordinate press activities at the location site. Kazan is producing and directing "River."

350 Dates for 'Nights'

UPA's "1001 Arabian Nights," Columbia Pictures Christmas release, has been booked into 350 situations around the country for prime holiday playing time, it was announced by Rube Jackter, Columbia Pictures vice-president and general sales manager. Every available print is being used in the first wave of openings, Jackter said.

Special 20th-Fox Ads Promote 'Earth' Here

With the Paramount Theatre here receiving numerous telephone calls regarding the showing of "Journey to the Center of the Earth" starting next Wednesday, 20th Century-Fox yesterday published a special ad in the "New York Herald Tribune" answering the most-received queries. The ad appeared on page 2 and not in the theatre section. The same ad will appear in the "New York Times" today and in other newspapers later during the Broadway run.

Questions most asked about the film, according to Robert K. Shapiro, Paramount managing director, have been those concerning the schedule of performances arranged to accommodate the expected increased flow of family trade, and information on the extended parking facilities available during the holiday season.

Army, A. F. Generals Visit 'Alamo' Set

Special to THE DAILY

BRACKETTVILLE, Tex., Dec. 10. —A group of U.S. Army and Air Force Generals arrived here yesterday at the remote location site of John Wayne's Todd-AO film, "The Alamo," to watch the re-creation of that famous and historical battle.

In the midst of booming cannons and crackling rifle fire, the group of general officers headed by four-star General Walter Krueger, former commander of the Sixth Army, spent the morning watching the climaxing scene of the film re-staging the 13-day battle of the Alamo. The film company is now in its last few days of shooting.

Welcomed by Wayne

The military group was met upon their arrival by director-star Wayne, who enacts the role of Colonel David Crockett, and led into the crumbling adobe walls of the film company's authentic replica of the famous fortress through an honor guard of 50 Mexican soldier-extras.

Royal Crown Opens Office in Toronto

Special to THE DAILY

TORONTO, Dec. 10.—Royal Crown and other beverages of the Royal Crown Cola Company, Columbus, Ga., have entered the Canadian soft drink field with formation of Royal Crown Cola, Ltd. The wholly owned subsidiary has main offices here, and Norman C. Ranney of Toronto has been named president.

According to Ranney, construction of facilities for manufacturing beverage concentrates and for bottling and canning Royal Crown beverages will begin early next year.

Compo Warns

(*Continued from page* 1)

ing campaign by advocates of censo ship" and that censorship propagand is becoming a "clear and present da ger" which "should be exposed ar exterminated before it creates furth decay in American thinking." The a will appear tomorrow.

"Since the founding of the Repul lic," the ads says, "the Constitutio has been the foundation of our go ernment. It has been called one man's finest achievements.

"That's what we Americans ha believed. At least, until lately.

"In the last few years there has bee a growing impatience with the r straints the Constitution places o those who would return to the pra tices of tyranny.

"There was, for example, the ou cry against the Fifth Amendmen Then there was the resistance to th Court's decision in civid rights lase Chipping away. Chipping away.

"Now it is censorship, which course, is nothing but a denial of th rights guaranteed in the First an Fourteenth Amendments.

Letter-Writing Drive Cited

"Oddly enough, those findin fault with the Constitution — throug decisions of the Supreme Court- would be outraged if they were calle un-American. But is it American t question the right of courts to hea cases testing the constitutionality a newly enacted law? Believe it o not, this question has been raised b a prominent movie censorship advo cate, to the applause of his colleague They say the constitutionality of a la should never be tested in a court. In deed, courts are being subjected t an organized letter-writing campaig by advocates of censorship.

"It is saddening, moreover, to not that even some newspapers hav joined the hue and cry for movie cen sorship. Not many, of course; the over whelming majority of newspapers de spise censorship in all its forms.

"We hope, however, that thes patriotic newspapers will not ignor the peril to American freedom that lie in the activities of these censorshi zealots. Spread assiduously, censorshi propaganda is becoming a 'clear an present danger.' It should be exposed and exterminated before it creates fur ther decay in American thinking."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT · TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

The PARAMOUNT Theatre

has been inundated with telephone requests for information concerning

JOURNEY TO THE CENTER OF THE EARTH

Following are the questions most often asked—and the correct answers.

Q. When will "Journey" open?

A. On Wednesday, Dec. 16th.

Q. What are the performance starting times?

A. Doors Open at 9:30 A. M. on Dec. 16, 17, 18. Feature at 10:00—12:15—2:30—4:50—7:05—9:25. Extra late show at 11:45.

Q. Will there be special shows on weekends?

A. Yes. On Saturday the Paramount will open its doors at 8:30 A. M.

Q. Will there be special shows during the holiday season?

A. Yes. The Paramount will also open at 8:30 A. M. on Dec. 26, 28, 29, 30, 31 and Jan. 2. There will also be a Gala New Year's Eve. midnite show on Dec. 31.

Q. Is there FREE PARKING?

A. Yes, Plenty. In anticipation of the Holiday Season we have greatly expanded our FREE PARKING facilities at Loubell's, 245 W. 41st. Weekdays after 6 P. M. and all day Sundays.

Plan now to go with Jules Verne on a

JOURNEY TO THE CENTER OF THE EARTH

CINEMASCOPE · COLOR by DE LUXE



Another first from 20th!

PEOPLE

Gordon Hill, secretary of 20th Century-Fox Film Co., Ltd., London, and John Ware, publicity director, have been elected to the board of directors of the British organization, it was announced this week by **James F. Pattinson**, managing director.

□

A. R. Pfan, of Mankato, Minn, has enrolled his Kato Outdoor Theatres of that community in Theatre Owners of America.

□

Robert Bial, who for 37 years has operated the Arkay Sign and Display Co., Cleveland, has sold the business to **Kenneth H. Gelow**, and is retiring to live in Florida. Bial's brother, **Matt**, artist, is staying on with the new owner of the company.

□

Mrs. **Dorothy Ritter** has been named secretary to **Ken Prickett**, executive secretary of Independent Theatre Owners of Ohio, Columbus.

□

M. B. Horwitz, head of the Washington Circuit, Cleveland, is moving his offices from the Warner Building to the Film Building.

□

Syd Cassyd, founding member of the Academy of Television Arts and Sciences in 1946, and its president in 1950, has been named a member of the staff of the extension division, University of California, as special consultant on educational television.

□

Charlton Heston on Dec. 28 will start a six-city tour with a dramatic presentation, "The Five Books of Moses," in association with the 25-member Robert DeCormier Chorus. The tour will open at the Bushnell Memorial Theatre, Hartford.

□

Robert Tyminski has been named assistant manager of Loew's Poli Theatre, Springfield, Mass., succeeding **Raymond Crum**, resigned.

□

Weber Howell, of the Paramount office in Charlotte, has been transferred to the Atlanta branch of the company, as office manager and head booker.

Diamond Carbons in New Sales Offices

The Ringsdorff Corporation, manufacturers of Diamond Carbons, has opened new sales offices here at 15 W. 44th Street, with Arthur Worth continuing in charge of projection carbon distribution as sales manager.

The company also has added 13.6mm rotating carbons to its line and announces improvements in Diamond 10mm and 11mm carbons.

Ruben Shor

(*Continued from page* 1)

held in Miami Beach, Fla., this week. However, even in absentia, he played an important part in what was probably the most significant meeting of an Allied board of directors in many years.

Shor, with Trueman Rembusch, former Allied president, also, and head of Syndicate Theatres, Franklin, Ind., spearheaded a group which, with two Allied units not represented and not voting, succeeded in electing Al Myrick of Iowa to the Allied presidency by a vote of 9 to 7. An Allied "moderates" group, championing Edward Lider of Boston for the presidency, was unaware in advance of the convention of the strength of the Shor-Rembusch opposition.

Had Proxy on Directorate

Shor had played a prominent part in the pre-election activities and also had been represented at the board meeting by proxy.

The directors' split over the election and other issues held the board in lengthy sessions extending over four days, more than twice the time allotted for the meeting originally. It was followed by the resignation of Irving Dollinger as an Allied representative in the American Congress of Exhibitors and the Council of Motion Picture Organizations.

President in 1955-1956

Shor was president of national Allied in 1955 and 1956. He also headed Allied Theatre Owners of West Virginia for a number of years. Originally a small town and subsequent run theatre operator, Shor in recent years extended his operations to first runs here, as well as others in the state and in Kentucky, West Virginia and Delaware. A native of Keystone, West Va., he came to Cincinnati 42 years ago.

Survivors include his widow, Rose, and a married daughter, Joan Goldsmith.

Japanese Remittances

(*Continued from page* 1)

crease the regular monthly remittance rate for the companies from 20 per cent of the gross monthly earnings to 30 per cent. This is retroactive to Oct. 31, Johnston said.

Johnston, who came to New York for the special MPEA meeting returned to Washington late yesterday.

M-G-M Set to Launch Big 'Home' Campaign

From THE DAILY Bureau

HOLLYWOOD, Dec. 10. — To launch a big-scale exploitation campaign on Metro-Goldwyn-Mayer's "Home From the Hill," the studio will ship the first print to New York shortly for circulation around the country in a series of screenings at exchange centers.

Plans are for one or more of the stars to be present at special screenings in Chicago, Cleveland, Arkon, Pittsburgh, Boston, New York and other key cities.

TENT TALK

Variety Club News

BOSTON — James Mahoney, general manager of Interstate Theatres Corp., has been elected chief barker of Variety Club of New England. Others elected are: Philip Loew and James Stoneman, assistants; Reyben Landau, dough guy, and Edward Redstone, property master. The crew for 1960 is made up of the above names and Arthur Lockwood, Douglass Amos, Arnold Van Leer, Joseph E. Levine, Irving Shapiro and Malcolm Green. William S. Koster was named executive secretary for another year.

△

BUFFALO — New officers of Tent No. 7 will be installed following a dinner at the club on Jan. 13. They are: Alfred E. Anscombe, chief barker; Michael Ellis, Jr., and James J. Hayes, assistants; Myron Gross, dough guy, and Nathan Dickman, property master.

Pa. Censor Board

(*Continued from page* 1)

ality of the new state law which authorized the board have been filed by both exhibitors and distributors of the state.

Of course, there is also a tacit understanding that the state will not attempt to enforce the law pending the outcome of the suits to test its constitutionality, so there is no immediate prospect of application of the severe new state censorship measure.

Nevertheless, interested parties view the spectacle of the unmanned censor board either with relief or exasperation, as their sympathies dictate.

Gov. Lawrence, a Democrat, named Peter T. Dana, former Universal district sales manager; Mrs. Mae M. Bergin, former Philadelphia Film Row secretary, and Ira C. Sassaman of Hummelstown, Pa., to the censor board two months ago. The Republican-controlled Senate has held up confirmation not only of those appointments but all others as well.

Not Opposed to Law or Board

The Senate inaction is not believed to be due to any dissatisfaction with either the governor's appointments to the censor board or to the new censor law itself, which was passed by both branches of the legislature with only one dissenting vote. It is, rather, felt to reflect the Republican dominated Senate's dissatisfaction with other gubernatorial appointments, particularly those to the Public Utilities Commission. But while declining to act on those, the censor board appointments also have remained unconfirmed.

Technically, if the legislature should adjourn, the governor could make interim appointments on his own authority, and undoubtedly would appoint his present nominees in such an event. However, it is believed the present legislature intends to remain in session until the new session begins on the afternoon of Jan. 5, thus eliminating the opportunity for interim appointments.

SPG Seeks Shar In TV Residual

From THE DAILY Bureau

HOLLYWOOD, Dec. 10. — T Screen Producers Guild has gone record with the Association of Mot Picture Producers that it believes should be included in any final dis sition of television residuals deri from post-1948 theatrical pictures.

Clarifying the guild's position, W ter M. Mirisch, SPG president, sta in a letter to Charles S. Boren, AM vice-president:

"It is the position of the Scr Producers' Guild that if there is to any participation in such residuals various guilds, unions, or its membe the producers should be included participants.

"If any plan for such participati is contemplated, I believe the mat of producer participation would b proper subject for discussion under terms of Paragraph 6 of the 'Code Practice Relating to Screen Produc dated Aug. 25, 1954, to which y members are signatories."

Nixon and Others

(*Continued from page* 1)

to Health for Peace dinner honori Youngstein next Monday at the Ho Biltmore here.

In a letter to Louis Nizer, gene chairman of the dinner, Nixon wro "Under the leadership of Mr. Your stein, you and the other dedicat and tireless members of the Instit (Children's Asthma Research Ins tute) have made possible a steady a vancement in an important field medical research and all of you can justly proud of the progress y 'Health for Peace' program represe in the annals of philanthropic deavors."

Governor Cites Leadership Role

Governor Rockefeller cited Your stein's "unselfish endeavors in asthma campaign" and his leadersh role over the past five years. In a ci tion from the City of New York, whi Youngstein will receive at the dinn Mayor Wagner called the Unit Artists vice-president a ". . . devot American who applied his spec knowledge and talents to further t financing of World War II; a humai tarian whose devotion has brought i measurable benefit to many charita causes, particularly to the Instit and Hospital; native son of wh New York is deeply proud."

Funds from the dinner will go the Asthma Institute and the spec Youngstein Research Memorial at t Institute in Denver which honors t memory of his parents.

Century Signs 2 More

Frank E. Cahill, Jr., sales manag of Century Projector Corp., yesterd reported sales of the company's 70/ mm projector system to two mo theatres: the United Artists Theati San Francisco, and the Metropolita Santurce, Puerto Rico.

ohnston Plan

(*Continued from page* 1)

n TV association for almost eight nths. While the TV group would able to take advantage of MPEA lities already in operation around world, it would be an entirely sep- e organization from MPEA, it was nted out.

The need for the TV industry to e an association similar to that of EA has been advocated by such lers as Leonard Goldenson, presi- t of American Broadcasting-Para- unt Theatres. At an interview here mid-September he called for such a up to be formed.

Four Suggestions by Goldenson

mong the functions proposed for it Goldenson were problems of for- n exchange, balance of trade, and flow of U.S. program overseas. A jor goal, he said, would be for the ociation to unite in "presenting the erican point of view through TV to st areas in the free world."

Government approval would be re- red, he pointed out, and the cost uld be sustained by networks, in- endent producers, talent agencies,

ournament of Roses' heduled Over ABC-TV

The 1960 "Tournament of Roses rade," with commentary by Ronald agan and Bess Myerson, will be adcast over the ABC Television twork Friday, Jan. 1 (11:30 A.M. 1:45 P.M., EST), sponsored by e Quaker Oats Co., it was an- nced by William P. Mullen, vice- sident in charge of TV network es. Quaker Oats sponsorship of the ed Pasadena, Calif., classic is ough Lynn Baker, Inc.

Some 60 flowered floats, Hollywood ebrities, marching bands, high-step- g horses and the Rose Queen with Court of six Rose Princesses will in the 71st "Tournament of Roses rade." Grand Marshal of the event l be vice-president Richard M. xon.

Preceding the parade will be a half- ir preview explaining the prepara- as.

ports Spectacular' ebuts on CBS Jan. 3

"The Sunday Sports Spectacular," a w series of weekly 90-minute pro- ms highlighting many sports not quently seen by American television liences, will make its debut over CBS Television Network Sunday, . 3, with the Joseph Schlitz Brew- Company sponsoring half of each w.

The new program was announced William H. Hylan, CBS Television twork vice-president of sales ad- histration, and Erwin C. Uihlein, sident of the brewing company.

The series, 13 sports specials, will presented from Sunday, Jan. 3, ough Sunday, April 10, at 3:00- 0 P.M.



THE OFFICIAL PARTY who attended the 'launching' of ATV's new mobile recording unit at the French Embassy in London pose before the first of the three 50-ton vans which were on show. The party consisted of (left to right): Charles Collingwood, chief of the London Bureau of the Columbia Broadcasting System; J.A.L. Drummond, a member of the board of directors of ATV; The American Ambassador, John Hay Whitney; Sir Robert Fraser, director general of ITA; L. Mathews, ATV's assistant technical controller of communications and outside broadcasts (head turned to left); Terence Macnamara, ATV's technical controller; the French Ambassador, Jean Chauvel; Val Parnell, managing director of ATV; Lew Grade, deputy managing director of ATV; Lord Bessborough, a member of the board of directors of ATV; Norman Collins, deputy chairman of the board of ATV; Bill Ward, ATV's productions controller; Gerald Adler, European director of the National Broadcasting Company; Keith Rogers, ATV's director of operations; and Bernard Marsden, assistant technical controller of studios for ATV.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

JEROME ROBBINS' spectacular "Ballets: U S A" which, due to time, was incompleted on the Nov. 29th "Ed CBSullivan Show," has been filmed and will be presented on this program Jan. 17. In addition, this talented troupe will again appear live with the Smiling Irishman on Sunday, Feb. 21. . . . They'll do it up brown next Tuesday at WWDC (Wash. D C) when the public and co-workers will hold open house for Art Brown to celebrate his 25th anniversary on the air. . . . If you don't find anyone answering your phone calls today, have him paged at the Television Graphics' party at the new studios at 3 W. 61st St. and you'll find him (or her.) . . . Seems to us that moom pitcher execs are overlooking a natural especially those companies which own recording subsidiaries and we do mean, Ampar, MGM, United Artists, Warner Bros. and 20th Century-Fox. Howcome they all don't latch onto that oldie. "Take Your Girlie To The Movies" cleffed about 35 years ago by Edgar Leslie, Bert Kalmar and Pete Wendling? Kae Garson has just waxed the ditty for Golden Crest Records with the flip side, "I Love You The Most" a brand new swingy-thingy, by C. Ford and L. Ford (Walter Bishop and Fred Norman, respectively. Charles (Compo) McCarthy might also do his clients a favor by taking a gander at this "Movies" song and find it useful. . . . Craig ("Peter Gunn") Stevens' song & dance routines on last week's "NBChevvy Show" was terrif enuf to earn him a repeat which is skedded for Dec. 27.

☆ ☆ ☆

Prexy Frank C. Zucker and Bernard Grubman, of Camera Equipment Co., Inc., has gone down to Hialeah where they will supervise the establishment and officiate at the formal opening next Tuesday of a branch office which will be located at 1335 E. 10th Ave. and should do much towards encouraging increased motion picture and TV production in Florida. . . . Whitehall Pharmaceuticals, which for many years CBSponsored "Mr. Keen Tracer of Lost Persons" over a coast to coast radio network, has permitted Lyons Films (Cal.) to make a pilot. To this scribbler there's but one artist to head the new teleseries and his name is Phil Clarke, who starred in the popular radio series. . . . After a three-year stint as head of Wm. Morris Agency publicity, Bernie Brillstein has been promoted to special assignments in the TV dep't. Bob Feinberg succeeds Bernie as flack head there. . . . The mood and background music which proved so effective in a recent telecast TVia CBS of Ernest Hemingway's "The Killers," was composed by Hank Sylvern, who likewise conducted the orchestra and supervised the unusual and painstaking synchronization of the musical effects.

Nelson Film Is Long-Sought Goal

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 10. — Ralph Nelson's ambition to break into the feature film field will be realized come spring when he delivers for Desilu and Westinghouse "The Man in the Funny Suit," the story behind the making of "Requiem for a Heavyweight."

The story is an authentic account of the conflict between Ed Wynn and his son Keenan Wynn. Nearly everyone involved in the behind-the-scenes story of "Requiem," which was the second Playhouse 90 of the series and won five Emmy Awards nearly three years ago, including the director's award for Nelson, will play themselves. In addition to the two Wynns, producer Martin Manulis, writer Rod Serling and director Nelson will be featured, with Maxie Rosenbloom and Red Skelton, among others, being drafted for cameo roles.

Will Have Four Functions

Nelson will wear four hats in the making of this hour program—producing, writing, directing and acting. Despite his desire to make his mark in the film field, he expressed regret for the loss of live dramatic shows to the new videotape system.

In an interview at the Hollywood Brown Derby, Nelson bemoaned the lack of spontaneity and sparkle in taped programs that made live shows exciting. He viewed the tape as a costlier method from a physical and mental standpoint, but regarded its present use as an incubation period needing time for maturity.

Has Four More Assignments

Nelson's future commitments include three more directing stints for the Playhouse 90 series, and a producer-director assignment for Hubbell Robinson's Ford Star Time over the NBC network.

Cagan Company NTA Sales Repr. in Mexico

Teleradio Asociados, S.A., of which Leon M. Cagan is president, has been appointed exclusive sales representatives in Mexico, Central America and Panama for National Telefilm Associates, Inc., it was announced by Sidney Kramer, NTA director of foreign distribution. Teleradio Asociados will report to Melvin Edelstein, NTA's general sales manager for Latin America.

At the same time, Kramer announced that eight additional half-hour television film series are being dubbed in Spanish for Latin American distribution.

Screen Gems Unit Moves

HOLLYWOOD, Dec. 10. — Due to increased television production activity, Screen Gems has moved its entire syndication production and sales division organization to the Columbia Pictures Sunset Studio.

REVIEWS

Terror is a Man

Lynn-Romero—Valiant

A solid attempt to get audiences to believe in the scheme of converting a jungle animal into a thinking man is brought off skillfully in "Terror Is a Man," a Lynn-Romero Production released by Valiant Films Corp.

The film is both exciting and technically creditable, and despite its inevitable lovers match on a remote island, and its occasional pieces of gory footage, "Terror Is a Man" moves consequentially toward its end. Richard Derr is the handsome soldier of fortune who drifts on to the island, and he, the sole survivor of a shipwrecked freighter, soon learns his extended stay will cause him to live among a strange and, eventually terrifying group of people.

On the island, where he came with his wife, Greta Thyssen, two years ago, Francis Lederer is attempting to surgically create a man from a panther. The panther takes an awful beating, undergoing 52 major operations on his way toward manhood and brain-wisdom. Miss Thyssen, by this time frightened by her husband's experiment and grown impatient by his indifference to her affections, falls for the new arrival, Derr, and he for her.

In the end, with the monster dead, Lederer and his brutal male assistant dead and their servants dead, Derr and Miss Thyssen have only each other, and they want little more than that, only, really, to catch the next boat back to civilization.

Harry Paul Harber's screenplay is reasonable and provocative, causing the audience to speculate seriously on the potentials of experimenting in species changes. The picture, directed by Gerry De Leon, was filmed at Premiere Productions Studios, Manila, the Philippines.

Running time, 89 minutes. General classification. December release.

SAUL OSTROVE

The Flying Fontaines

Clover—Columbia

"The Flying Fontaines" is a brisk and colorful film that should appeal to those of all ages who are fond of the circus in general, with its fumbling clowns, cavorting animals and trapeze artists, and to those who are satisfied simply to watch pretty young women and gritty young men.

As have past circus films, this Clover Production in Eastman color tries hard not to be obvious, and succeeds often in gaining a viewer's admiration for those vigorous and strong-willed people who perform beneath the Big Top. Though predictable enough, "The Flying Fontaines" is tense and melodramatic within its modest specifications, and unusually compelling for a motion picture without a name performer.

When ace aerialist Michael Callan rejoins the circus following his Army hitch, he finds his former sweetheart, Joan Evans, married to his trapeze catcher, Roger Perry, thus diverting the smug young man's affections toward lovely Evy Norlund, Perry's sister. But Callan's father, played by Joe de Santis, is still a sterner disciplinarian than the most demanding platoon sergeant, and he naively baits his son, who is drunk, to cause an accident which costs Rian Garrick, Miss Norlund's suitor, his up-yonder career.

Sulking alone in his trailer each night, Callan reforms. He turns down a not so modest proposal from Miss Evans, who has fallen for him again, then discovers in time a vicious act of aerial espionage committed by the jealous Garrick, whose accident has reduced him to an unhappy clown. Callan is accidentally injured in a fall from the trapeze but, on the way to the hospital, he finds peace in a new understanding with his father, and comfort of a more immediate nature in the arms of his love, the warm and unpretentious Miss Norlund.

"The Flying Fontaines" was written by Donn Mullalley and Lee Erwin, produced by Sam Katzman and directed by George Sherman. The music is catchy and crisp as most of Callan's dialogue, and Miss Norlund's presence there would make any circus a pleasure to visit.

Running time, 86 minutes. General classification. Release, in December.

S. O.

Ratify Loew's Theatre Heads Stock Optio

(*Continued from page* 1)

Eugene Picker, Loew's Theatres president, thanked the shareholders and expressed the gratification of himself and fellow officers on the outcome.

He then stated that taking cognizance of some 'misunderstandings" on the part of shareholders concerning the stock options, he will voluntarily cede back to the company at a board of directors meeting today 15,000 shares of the 50,000 - share option voted him yesterday on condition that the board by Nov. 10, 1960, will consider re-offering him an option for at least 15,000 shares at 95 per cent of the fair market value of the stock at that time.



Eugene Picker

Picker said, so confident is he in the company's future and the ability of management to realize its potentialities that he is certain the stock will have a higher value, thus costing him more, at the time of the new option than it now has.

Modification Suggested

Picker said he also will recommend to the board today that it modify the option plan for all officers by eliminating a clause that some stockholders had interpreted to mean that the purchase price of the optioned stock could be revised downward in the event the market price of the stock declined.

Thus, Picker now will have a current option for 35,000 instead of the 50,000 shares granted him by the board of directors and approved by the stockholders yesterday.

Five Other Officials Included

Options to other officers are: John Murphy, vice-president, 15,000 shares; Ernest Emerling, vice-president, 5,000 shares; Arthur M. Tolchin, vice-president, 5,000 shares; Archie Weltman, secretary and general counsel, 5,000 shares, and Jacob Stillman, treasurer, 5,000 shares. Like Picker's, all options are at 95 per cent of fair market value, exercisable at $13.25 per share for a period of 10 years from the of granting.

The stockholder vote on the opt was 1,834,800 shares for, and 2 530 against.

Directors elected were: George Baker, Thomas J. Connellan, Leo Friedman, Arnold M. Grant, Her A. Hofmann, Murphy, Thomas L. ton, Picker, Simon H. Rifkind Laurence A. Tisch.

Largest Individual Stockholde

The latter is the largest indivi stockholder in Loew's Theatres, h ing 386,600 shares, or about 15 cent of the total outstanding. mann is executive vice-president a director of Tisch Hotels, Inc., Rifkind is counsel to Tisch, giving latter at least three representative the board.

A proposal to adopt the cum tive voting procedure for future e tions of Loew's Theatres direct which was introduced by John Gilb professional security-holder in a v variety of corporations, was defe by a vote by 1,477,637 to 206,(There are 2,668,339 shares outsta ing, and it was announced that 021,276 were represented at yes day's meeting.

Formed Early This Year

Most of the stockholder opposi to the stock options for manage centered on what the objectors ferred to as the lack of justificatio view of the corporation's limited e ence and the absence of a record proved accomplishment within limited span of corporate life. new theatre company was for early this year following its for separation from Loew's, Inc. (MG Members of management, headed Picker, however, have served the c pany in all capacities up to top exe tives for 30 to 40 years.

This latter fact was pointed repeatedly by prominent New Y exhibitors who are stockholders Loew's Theatres. Harry Brandt Brandt Theatres, Emanuel Frisch Randforce Circuit and others told stockholders that the present mana ment built the company to its pres position and have made records success and competence second none.

Obligation on Management

They also pointed out that in or to benefit by the options, the memb of management receiving them m succeed in increasing the value of stock and put it on a dividend-pay basis.

Friedman, chairman of the boa presided at the meeting.

At one point, a stockholder ask Tisch what he thought of the st options in view of the fact that th already had been approved by t board of directors at the time that became a member last Septemb Tisch indicated he did not wish speak, whereupon Friedman told t stockholders that Tisch's vote favor of the options already had be cast.

Moves for Liquidation Of Loew's Theatres

A resolution to liquidate Loew's Theatres was put before the first annual meeting of stockholders here yesterday by John Godfrey, Miami Beach, and was seconded.

Leopold Friedman, presiding, ruled the resolution out of order since S.E.C. regulations require that all stockholders be notified of such proposals.

The resolution was met with indignant exclamations from stockholders of "What are you talking about?"

Godfrey said he was acting "like Norman Thomas, with no hope of winning."

Gold Is Dead

(*Continued from page* 1)

film cameramen. It was his stories about his assignments which inspired the series of 20th Century-Fox pictures titled "The Adventures of a Newsreel Cameraman." Gold was working for Fox Movietonews when he retired. He had originally worked for Gaumont Newsreel but joined Fox (silent) News when it was launched in 1927.

Shot Called Greatest

Gold's principal claim to fame is his photographing of the crash and burning of the dirigible "Hindenberg" at Lakehurst, N. J. His record of the awesome disaster has been called the greatest actuality ever photographed in time of peace.

TV Spots for 'Sheba'

Some 250 spot announcements over local television stations will herald the New York premiere of Edward Small's "Solomon and Sheba," at the new Loew's Capitol Theatre beginning the week of Dec. 20. The 10-20-30-second spots will be aired for an entire week preceding the opening during prime afternoon and evening time, reaching an estimated audience of 25,000,000 in the New York, New Jersey and Connecticut areas, United Artists said.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

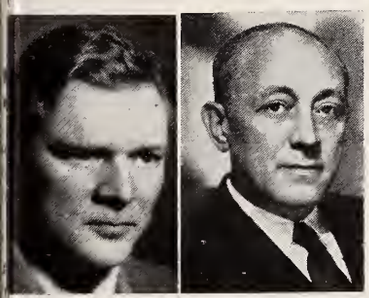
OL. 86, NO. 114 NEW YORK, U.S.A., MONDAY, DECEMBER 14, 1959 TEN CENTS

ong-Term Deal

M-G-M Will Produce Films n Cinerama

ogel, Reeves Announce irst to Start in Summer

A long-term, multiple-picture agreeent between Loew's, Inc., and Cinema, Inc., providing for the producon by Metro - Goldwyn - Mayer "big-scale dramatic stories and



Hazard Reeves Joseph R. Vogel

tstanding musical comedy enterinment" in the Cinerama process as announced at the weekend by seph R. Vogel, president of Loew's,

(*Continued on page* 5)

lonor Youngstein at inner Here Tonight

More than 850 entertainment indusleaders, national and civic officials, lebrities of the screen and stage, d members of the medical profesn tonight will honor Max E. Youngin, vice-president of United Artists, a salute to Health for Peace dinner

(*Continued on page* 2)

COMPO Group Maps Minimum Wage Fight

Plans were discussed here Friday the Compo minimum wage comittee to organize exhibitors in the mpaign to retain the existing Fedal wage-hour law which excludes

(*Continued on page* 6)

ELEVISION TODAY—page 6

MPAA 1960 Product Campaign Tied-In With Travel Theme Thru Cook Agency

The Motion Picture Association has arranged a tie-in for its joint publicity campaign to promote 1960 product with Thomas Cook and Son, leading travel agents, it was announced by Si Seadler, chairman of the MPAA advertising and publicity directors committee, following a discussion with the MPAA public relations department on Friday.

The theme will be "1960—The Big Year of Motion Pictures" and "1960—The Year of Travel." Since many of the 1960 big pictures use authentic location backgrounds, such as Israel, Rome, France, England, British West Indies, Australia, Austria, Alaska, Havana, New York City and of course, Hollywood, the travel story makes a natural tie-up, it was pointed out.

The MPAA committee feels that

(*Continued on page* 2)

Reelect Loew's Theatres Officers; Alter Option

All Loew's Theatres' officers, headed by Eugene Picker, president, were reelected at the organization meeting of the company's board of directors at the home office on Friday.

Other officers are: Leopold Friedman, chairman of the board; John F. Murphy, executive vice-president; Ernest Emerling, vice-president; Arthur M. Tolchin, vice-president; Archie Weltman, secretary and general counsel, and Jacob Stillman, treasurer.

The board accepted Picker's relinquishing of 15,000 shares of a 50,-

(*Continued on page* 5)

Membership Committee For TOA Is Appointed

The appointment of R. M. Kennedy of Birmingham, Ala., as chairman of the organization and membership committee of Theatre Owners of America, was announced at the weekend by Albert M. Pickus, TOA president.

Kennedy has been head of the committee, which coordinates membership campaigns, for several years, and provides guidance, in cooperation with the TOA president for the activities of

(*Continued on page* 5)

4-City Tour by Stars To Spark 'Krupa' Sell

By SAUL OSTROVE

Personal appearance campaigns in New York, Boston, Washington and Detroit, by Sal Mineo and Gene Krupa himself, will launch Columbia Pictures' "sell it to the hilt" drive for "The Gene Krupa Story," which will

(*Continued on page* 2)

Cinemiracle Subsidiary Is Organized by NT&T

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — The formation of Cinemiracle Pictures Corp. has been announced by B. Gerald Cantor, president of National

(*Continued on page* 2)

Reawakening Weekly Film-Going Habit Called Most Urgent Task Facing Industry in Britain

From THE DAILY Bureau

LONDON, Dec. 10 (By Air Mail).—"The most urgent task facing our industry today is to try and find some means of re-awakening the weekly cinema-going habit," declared exhibitor Charles Brown, chairman of the London and Home Counties CEA branch at the branch's annual dinner.

"The industry's worst problems are over; we are on the eve of a revival; and this conviction was strengthened by the recent news that in America cinema attendances were the best for ten years and box-office receipts in this country for the year have shown a startling increase," he said.

'I do not believe and I never did believe that TV could destroy the cinema. It has been a challenge to the industry and the challenge has been met. Let us use some of the showmanship for which we are famous—either by a national publicity campaign or by any other method—and we have got to keep our theatres bright and cheerful and in tip-top shape if we want to bring back those missing millions."

D of J Sees

Pitfalls for Distributors In Blocks-of-5

Decrees Govern Selling More Rigidly Than Buying

From THE DAILY Bureau

WASHINGTON, Dec. 13.—Exhibitors could block-buy five pictures if they wanted to, a Justice Department spokesman said today, but distributors offering a package of five films for sale would have to be extremely careful not to run afoul of the Supreme Court decision in the Paramount case, it was added.

The department official offered this comment on a proposal made recently by George Kerasotes, former president of Theatre Owners of America. Kerasotes contended that motion picture producers would be encouraged to produce more films if they could block sell them to exhibitors in groups of no more than five per year.

The Justice spokesman emphasized that if an exhibitor wants to buy all the films in a block, there is no injunction against that type of transaction. He pointed out, however, that if

(*Continued on page* 5)

Fox to Distribute 7 Rank Films in U. S.

From THE DAILY Bureau

LONDON, Dec. 13—20th Century-Fox will distribute seven pictures made by the Rank Organization in the United States under a deal made with Spyros Skouras, president of 20th-Fox, by John Davis, managing director of

(*Continued on page* 2)

Fox to 'Sneak' 'Can-Can' In San Francisco Dec. 19

From THE DAILY Bureau

HOLLYWOOD, Dec. 13.—"Can-Can," produced in Todd-AO by 20th Century-Fox, will have its first "sneak" preview at the Fox Theatre in San Francisco next Saturday night, Buddy Adler, 20th-Fox executive production head, reported at the week-

(*Continued on page* 5)

PERSONAL MENTION

JONIE TAPS, general manager of Colpix Records, will arrive in New York from the Coast today for conferences on Columbia's music activities.

•

ILYA LOPERT, president of Lopert Films, returned to New York on Friday from an extended tour of India and the European film capitals.

•

BERNARD FEINS, head of stories and writers at the Paramount studio, will leave Hollywood tomorrow for Europe.

•

J. W. RILEY, Jr., of the Tennessee Eastman Recreation Club, Kingsport, Tenn., has entered the hospital there.

•

PETER MARIOTT, British director, arrived in New York from London Friday via B.O.A.C.

•

CARL FOREMAN, producer-writer, and ALEXANDER MACKENDRICK, director, of the forthcoming "The Guns of Navarone," will leave Rome on Wednesday for London.

•

COLEY BROWN, recently retired from National Theatre Supply Co., Atlanta, has become a grandfather.

AMPA Sets Christmas Party; Names Committee

The Associated Motion Picture Advertisers' 43rd annual Christmas luncheon party will be held Tuesday, Dec. 22, in the Georgian Room of the Hotel Piccadilly, it was announced by AMPA president Bob Montgomery.

Serving on the luncheon committee are Blanche Livingston, Paul Gallo, Samuel Horwitz, Al Floersheimer, Jr., Dave Bader, Ray Gallaghar, Emmett Keegan, Gordon White, Marcha Sturn, Paul Greenhalgh, Vincent Trotta and Adeline "Pat" Padula. Heading the committee is Hans Barnstyn, manager of the Trans-Lux 52nd Street Theatre.



Youngstein

(*Continued from page* 1)

at the Hotel Biltmore, sponsored by Children's Asthma Research Institute and Hospital at Denver. The dinner honoring Youngstein will be climaxed by a special dramatic program featuring Harry Belafonte, Myrna Loy and Mike Wallace.

Among those present, urging the increased United States participation in international health research, will be General Omar Bradley, Senator Kenneth B. Keating, Representative Emanuel Celler and Dr. Thomas Dooley.

Mayer Principal Speaker

In a special tribute to Youngstein, a founder of the Children's Asthma Research Institute, Arthur L. Mayer will deliver the main address. Arthur B. Lober, president of Children's Asthma Research Institute, will present Youngstein with a special award.

Dr. Leona Baumgartner, New York City Commissioner of Health, will represent Mayor Robert F. Wagner and will present Youngstein with a distinguished service citation on behalf of the city.

Other tributes to Youngstein from Vice President Richard M. Nixon and Gov. Nelson Rockefeller will be read.

Louis Nizer Chairman

General Chairman for the committee for the event is Louis Nizer. Harry Belafonte is program committee chairman; Arthur Mayer is testimonial committee chairman; Mrs. George Skouras is hostess committee chairman; Robert C. Rothafel is production committee chairman; Roger H. Lewis, United Artists vice-president, is public relations committee chairman; Maurice Austin is representing Children's Asthma Research Institute; Herbert L. Golden, United Artists vice-president is treasurer, and Murray Roman is executive secretary.

Cinemiracle Subsidiary

(*Continued from page* 1)

Theatres & Television, Inc., the parent company. Cantor also announced the appointment of Oliver A. Unger as executive vice-president of Cinemiracle Pictures Corp., and named Leonard S. Gruenberg as vice-president of distribution for the new subsidiary.

"The subsidiary is being formed," said Cantor, "to consider properties from producers interested in employing the Cinemiracle system. We are convinced of the success of this new process and will seek to make it available on a larger scale to all producers."

Cinemiracle Pictures Corp. will handle domestic distribution of pictures in the Cinemiracle process, similar to the release of its initial entry, "Windjammer."

Over 300 Will Attend Cohen Lunch Tomorrow

Over 300 industryites and friends will attend the year-end luncheon of the Independent Theatre Owners Association honoring Max A. Cohen, its board chairman, tomorrow in the North Ballroom of the Hotel Astor. The event will mark Cohen's 50th anniversary in the industry.

Cohen is president of Cinema Circuit, has served as ITOA's representative on the American Congress of Exhibitors and the Council of Motion Picture Organizations, is a past chief barker of Variety Club of New York, and currently secretary of the Will Rogers Memorial Hospital.

'Krupa' Tour

(*Continued from page* 1)

be premiered Christmas Day in those cities.

Speaking at an industry press conference here Friday, Philip Waxman, producer of the film which stars Mineo (in the title role), Bobby Darrin and Susan Kohner, said the story of the most formidable 13 years in the drummer's life has been geared to sell the teenage audience, although it is told in adult terms, "honest to the nature of Gene's life."

"The younger audience will be able to identify itself with Krupa's life between 1927 and 1940, which is largely symbolic of the corruption of fast success. But we hope also to attract older audiences, those people who were growing up when Krupa was at his peak."

To achieve these ends, Columbia has booked radio spots, television trailers, ads in teenage song magazines, and probable all-media interviews with Mineo and Krupa when they appear in the opening cities. Verve Records will release the sound track from the film.

Film Recording Popular

Jimmy Darrin's single record of "Let There Be Love," from the film already is going strong across the nation, according to Waxman, who added that Red Nichols and Anita O'Day are among performers who make guest appearances in "The Gene Krupa Story."

Waxman has chosen as his next property for Columbia "The Smile of a Woman," by N. Richard Nash. Shooting on this film will begin in France next spring. The production will be co-produced and directed by Michael Gordon.

Z. C. Shreve Dies

ATLANTA, Dec. 13.—Z. C. Shreve, who prior to his retirement a few years ago, was district manager for Manley Popcorn Co., died at his home here at the age of 62. Surviving are his wife, two sons, a brother and a sister.

MPAA Drive

(*Continued from page* 1)

great film interest can be generated by this travel theme with displays in Cook's windows on Fifth Avenue, Park Avenue and Broadway. The displays will be used in 21 key cities throughout the nation where Cook has branches in strategic downtown areas. Scenic and other appropriate stills from these pictures will be used in all displays which, it is hoped, will inspire a "want-to-see" on the part of tourists and potential travellers. In addition to the window displays, stories and stills will be released to all travel editors and publications.

Paul N. Lazarus, Jr., Columbia Pictures vice-president, spoke of such mutually beneficial tie-ups for the motion picture and travel industries in his recent talk at the annual convention of the American Society of Travel Agents in Havana.

TOA Mailing Reported Set

It was further reported Friday that Theatre Owners of America will prepare a mailing to 1,200 exhibitors (key officers and theatre owners) which will include suggested press, radio and TV plugs for local exhibitor planting and a list of 27 key features which form the basis of the industry's "1960—The Big Year of Motion Pictures" campaign.

Phil Gerard, chairman of the publicity coordinating group of the advertising and publicity directors' committee, reported that movie critics of the New York newspapers will receive Wednesday the nine-page basic product story with stills from 27 of the "big" pictures involved (3 pictures from each of the major releasing companies) in the campaign. This New York planting will be in cooperation with COMPO and the local exhibitor organizations.

Editors to Be Contacted

Simultaneously with the release of the story and stills to the New York press, a mailing will be made to 872 movie editors throughout the U. S. which will include the basic product story and a covering memorandum from MPAA.

Fox-Rank Deal

(*Continued from page* 1)

Rank, and announced here at the late weekend.

The agreement calls for a "guaranteed cash return."

Pictures include "Northwest Frontier," "The Wind Cannot Read," "The Captain's Table," "The 39 Steps," "Ferry to Hong Kong," and "Upstairs and Downstairs."

An agreement with Universal Pictures whereby it had "first call" on distributing Rank films in the U.S. expired about six months ago. Rank continues, however, to release Universal product in the United Kingdom.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Good looking...



The Minute-and-½ Man



Good looking *and good booking* from Terrytoons: Hashimoto-San, The Fabulous Firework Family and The Minute-and-½ Man. In CinemaScope and Technicolor. Distributor: Twentieth Century-Fox. Producer: Terrytoons, a Division of CBS Films Inc.

Loew's Board

(Continued from page 1)

000-share stock option that had been ranted him by the board of directors nd which was approved by the stockolders at their first annual meeting n Friday.

Picker had said that because of misnderstanding and some objection, he ould cede back to the company 5,000 shares of his option on condiion that the board offer him a minium of an equivalent number of hares at 95 per cent of fair value by ov. 10, 1960.

Option Clause Eliminated

The board, at Picker's recommendaion, also eliminated a clause from the fficers' stock option agreements which ad been interpreted to mean that the urchase price of the optioned stock ould be revised downward in the vent the stock declined in value.

Pitfalls Seen

(Continued from page 1)

here were some films in the group the xhibitor did not want, it would be legal for the distributor to demand hat the exhibitor purchase the entire roup.

The Supreme Court decision, he aid, clearly stated that to require n exhibitor to take one picture in rder to obtain another picture was learly enjoined.

A further pitfall for distributors nder this proposal, he went on, vas the Supreme Court requirement hat all competing exhibitors must be iven a non-discriminatory opportuny to attempt to buy all pictures ofered by distributors. If a distributor ells a block of films to an exhibitor vithout giving competing exhibitors he opportunity to buy any of the lms in the group, the official said, his would again be a violation of the ourt decree.

Membership Committee

(Continued from page 1)

George Roscoe, TOA's director of xhibitor relations.

Other members of the committee re: Roy Cooper, chairman of TOA's xecutive committee, and president of Vest Side-Valley Theatres of San rancisco; John G. Broumas of Washgton, D.C., and Baltimore, president f the Maryland Motion Picture Ownrs Association; Herman Hunt of Cinnnati; Norman Silverman of Philaelphia; A. L. Royal of Meridian, Miss.; John Rowley of Dallas; and ohn B. Schuyler of Butler, Wisc.

Ludwig Joins Mirisch In Ad-Publicity Post

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — Jerry udwig on Jan. 1 will join the Mirisch o. as assistant to the vice-president, eon Roth. Ludwig will function in reas of advertising and publicity and ill assist in the development of overll campaigns for each of the comany's films.

Sidelights of Loew's Theatres Meet

(The first annual meeting of stockholders of Loew's Theatres, Inc. was held in the Loew's State Theatre here last Thursday. The following news sidelights and incidents of the three-hour, spirited meeting had to be omitted from Friday's issue owing to lack of space.—Ed. note.)

THE 1960 expenditure for modernization and refurbishing of Loew's Theatres will approximate $1,500,000, Eugene Picker, president, told an inquiring stockholder at the company's first annual meeting.

■

"What about prospects for dividends?" another shareholder asked.

"I would be very disappointed if we are not paying dividends within two or three years," replied Leopold Friedman, board chairman.

■

In his prepared remarks to the stockholders, Picker had this to say on the subject of dividends: "It is hoped by the end of the current fiscal year we will have approached the end of the full use of depreciation money for property improvements and will have completed or taken long strides towards the proper evaluation of the monies available or needed for a sound acquisition (diversification). At that time or shortly thereafter, your management can address itself to a sound, constructive and long range dividend policy, and you may be assured that it will do so."

■

More of Picker's remarks on the same subject: "Your management fully believes that shareholders should participate in the successful results of their company's operations through appropriate dividends in cash and/or in stock. Your management further believes that sound, healthy and conservative policy requires that it abstain from the declaration of dividends until its posture and future are clearly visible and until it can adopt a policy of regular dividends which it can continue to pay and occasionally augment with extras for the future foreseeable from the original dividend date."

■

John Gilbert, professional stockholder, expressed feigned dismay that the notices of the annual meeting showed that two new directors, Arnold Grant and former Judge Simon Rifkind, owned no stock in the company.

Grant said he owned 10,000 shares, recorded after the notices were prepared and has "substantially more unrecorded."

Judge Rifkind explained that he is attorney for Laurence Tisch, largest individual stockholder in Loew's Theatres, and "didn't want to compete with him" in buying the stock. However, he added, Tisch gave his permission and Judge Rifkind said he will acquire some of the stock "very promptly."

■

Friedman parried stockholders' requests for a breakdown of earnings to show how much theatre concessions contributed, asserting the information would be of advantage to competitors and injurious to the company.

In reply to questions, however, he said A. B. C. Vending got the Loew's Theatres' concessions operating by competitive bidding, "is handling it very well and gives us a minimum guarantee." In addition, he said, when A. B. C. took over, it paid the company for all of the equipment—counters, refrigerators, etc.—already installed in the theatres' concessions areas.

■

One stockholder, noting that Tisch has been given an office in the Loew's Theatres quarters, asked if Tisch paid rent for it. When told the chairman of the finance committee was not being charged for his office, the stockholder indignantly demanded, "What's going on here?"

■

A lady stockholder expressed her dismay that the "Loew's organization" seemingly had done nothing about what she described as her inability to find a single picture playing in her neighborhood over the Thanksgiving weekend that "you could take the family to."

■

Another stockholder made a serious plea for "better pictures."

"Let's have no more Frankensteins, horror and crime and violence pictures," he advised. "They bring in money, but we ought to offer only the best pictures."

■

A particularly loquacious and aggressive stockholder eventually was identified as a Loew's Theatres' employee.

"He ought to be thrown out," shouted another stockholder.

"This is a free country," Friedman calmly observed. "He's exercising his right, and doing it on his own time."

The combative one's remarks were not always complimentary to management, either.

■

From Picker's prepared remarks to the meeting concerning Tisch: "When he (Tisch) acquired a substantial number of shares and expressed a desire to be represented on the board of directors, both the board and management were delighted and gladly accepted. To have a young and successful man associated in the policy-making decisions of a company in which he had enough faith to make a $5,000,0000 investment was obviously an asset to the corporation.

"His natural desire to have the company grow and prosper was obvious. The company has been and will continue to be run by its board of directors and its management team for the benefit of all stockholders. Neither Mr. Tisch nor any other of the substantial individual stockholders or executives has made any effort to arrogate to himself control or domination of the board, of management or of the corporation.

"All of management, all of policy-makers, directors and executives want the stockholders to know that an harmonious partnership exists, with all eyes firmly fixed on our objectives and with no person or persons aspiring to individual enervating or self-defeating power plays."

M-G-M Deal

(Continued from page 1)

and Hazard E. Reeves, president of Cinerama.

Sol C. Siegel, vice-president in charge of production for M-G-M, will have complete supervision of the productions to be made, the first of which will go before the Cinerama cameras this summer. There are a number of major story properties under discussion, with a definite announcement to be made in the immediate future, it was stated.

In making the statement Vogel said: "We are delighted to announce this new agreement which brings together the picture-making facilities of the world's largest studio and the most widely acclaimed of the special big-screen processes. We know that the public which has responded with outstanding interest to the many successful Cinerama productions will find a new wealth of entertainment when the great potential of the process for dramatic story-telling is fully utilized."

Pays Tribute to 'Ben-Hur'

Reeves said: "At a time when M-G-M has reached a new peak of world-wide fame through its production of 'Ben-Hur,' the affiliation we have made assures the public of a continuing flow of Cinerama entertainment, synonomous with the great picture-making ability of the company."

The special Cinerama productions are in addition to, and do not effect the program of major pictures in preparation for the M-G-M schedule, it was pointed out.

'Can-Can' Showing

(Continued from page 1)

end. Stars Frank Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jourdan will attend in company with producer Jack Cummings and director Walter Lang.

The showing will inaugurate the international publicity campaign on "Can-Can," which 20th will release on a roadshow basis early in 1960.

Yule Dates for 'Sheba'

Thirty selected Christmas engagements from Coast to Coast have been set for Edward Small's "Solomon and Sheba," it has been disclosed by William J. Heineman, United Artists vice-president. Twenty-one of the theatres booked are installing new projection equipment for presentation of the UA release.

PEOPLE

Robert W. Jamason, since 1954 director of personnel for RCA Communications, Inc., has been named a vice-president of the organization, it has been announced by **Thompson H. Mitchell,** president. Jamason will be in charge of both national and overseas personnel and labor relations activities.

□

Robert L. Schyrchel, formerly vice-president of Bell & Howell in charge of manufacturing, has been appointed a staff vice-president with responsibility for manufacturing planning and development of all present divisions of B. & H. Additionally, it was disclosed that **Everett F. Wagner** has been elected vice-president of the company in charge of manufacturing for the photo products division.

□

Jack J. Kaufman, long-time 20th Century-Fox sales manager in Cincinnati and more recently assistant general manager of the S. S. Amusement Co. and affiliated with the Midwest Booking Co. of Cincinnati, has been named Universal Pictures sales representative in Albany, N. Y., succeeding **Eugene Lowe.**

Compo Group

(*Continued from page* 1)

employees of motion picture theatres from its coverage.

The committee announced that Al Myrick, newly-elected president of Allied States Association, shortly will name his organization's choice as co-chairman of the Compo minimum wage group. LaMar Satta, of Jacksonville, Fla., last week was named by Theatre Owners of America as its representative to the committee.

Gannaway Heads Two Fla. Film Companies

From THE DAILY Bureau

HOLLYWOOD, Dec. 13—Albert C. Gannaway has become president of both Florida Film Center, Inc., and its subsidiary, Film Sound Center Inc., which is operating a studio at Miami Beach. Gannaway has acquired a 50 per cent interest in both companies.

Howard Warren has been named executive vice-president and general manager of the corporations, and Maxine Barratt has been named casting director.

Gannaway is here from Florida to line up producers to use the facilities and also appoint a permanent representative for this purpose. Parthenon Pictures East, headed by David Lyon as president and Charles Palmer as executive producer, is immediately moving into Film Sound Center, Inc.

You are cordially invited

to

attend

A. M. P. A.'s

43rd Annual

Christmas

Luncheon Party

Tuesday, December 22nd,

at 12:15 P.M.

GEORGIAN ROOM,

HOTEL PICADILLY

Tickets including luncheon and gratuities $4

R.S.V.P. Hans Barnstyn, Trans-Lux 52nd St. Theatre

586 Lexington Ave. NYC., Plaza 3-2434

Television Today

NBC to Present Weekly Public Affairs Series

The National Broadcasting Company will present a regular weekly series of hour-long public affairs programs during peak evening viewing hours, starting Jan. 23, it was announced by Walter D. Scott, executive vice-president in charge of the NBC Television Network.

The new program series, to be presented on Saturdays at 9:30 P.M., EST, in place of the current "Five Fingers," will range through such varied topics as alcoholism, the missile race, suburbia and the summit. Hosted by NBC News' Frank McGee, it will draw on the creative resources of the network's world-wide news organization as well as its Public Affairs and Special Projects Departments.

Scott announced that the series will be coordinated by Julian Goodman, NBC's director of news and public affairs. Goodman will also supervise some of the productions directly, while others come under the supervision of Don Hyatt, director of special projects, and Edward Stanley, director of public affairs. Among the producers assigned to the series are Reuven Frank, George Heinemann, Chet Hagan and Lou Hazam.

Ben Adler, Trans-Lux To Exploit TV 'Felix'

Ben Adler Advertising Service announced here at the weekend it has been assigned to co-create, with Trans-Lux Television Corp., exploitation aids for the new "Felix the Cat" cartoon series which Trans-Lux has already sold to more than 50 TV stations.

In addition to the exploitation kit put out by Trans-Lux, the Adler Service will issue a campaign sheet illustrating a wide range of aids it can offer individual stations, Ben Adler said. Campaign items will include trailers, slides, stills, window cards, car stickers, buttons, shopping bags and life-size models of "Felix" for display use.

Civic Leaders Support Miami TV Station

Special to THE DAILY

MIAMI, Dec. 13.—Civic leaders backing Dade County's educational TV station are reported to be ready to put up $80,000 a year in order to retain control of the evening programs. James I. Keller, Jr., head of the Community Television Foundation, said the group could try to raise the money with a "soft-sell" campaign for public donations.

"We feel the community ought to have a voice in the operation of the station. The voice will be stronger if there is some financial support in it. Control is where the money is," he said.

Who's Whe

Charles Fries, production exec at Ziv-TV in Hollywood, has resi to assume the post of executive duction manager for Screen Gem was announced by **William Do** vice-president in charge of West C activities for the Columbia Pict TV subsidiary. Fries will work closely with Dozier and will be sponsible for the supervision of physical production on the compa schedule as well as administratio all departments dealing with pro tion operations.

□

H. Leslie Atlass, co-founder of r station WBBM in Chicago, and a v president of CBS since 1933, will tire as vice-president and general m ager of WBBM-TV on Dec. 31, it announced by **Merle S. Jones,** p dent of the CBS Television Stat Division. Atlass reached the retiren age of 65 in November of this y At the same time, Jones annour the appointment of **Clark George,** vice-president and general man of KNXT, CBS Owned Televi Station, in Los Angeles, to rep Atlass.

□

Charles W. Goit has been na director of national sales for I pendent Television Corporation, V ter Kingsley, president of the c pany, announced. Prior to joining in September, 1958, Goit had bee sales executive with Ziv Televi Programs, Television Programs America, and *Look Magazine.*

□

Harold Day has been elected to newly-created post of vice-presi in charge of daytime TV network s for the ABC Television Network was announced by **Oliver Treyz,** A TV President. Named director of time sales this past March, Day been with the American Broadcas Company since 1942. Previously, had served as manager, Western D sion TV network sales.

Lufkin, Tex. Station To CBS in EMP Grou

Station KTRE-TV, Lufkin, Te has joined the CBS Television N work as an interconnected affiliate the Extended Market Plan group was announced by Carl Ward, C Television Network vice-president director of affiliate relations. KTI TV operates on Channel 9, and owned and operated by Forest Cap Broadcasting Co., Lufkin. Richn Lewin is vice-president and gene manager of the station.

At the same time, Ward announ that the EMP television affiliat agreement with KUM-TV, Willist North Dakota, had been termina by mutual agreement.

National Pre-Selling

OPERATION PETICOAT," the hilarious Universal - International comedy, is being supported with national magazine campaign aimed all segments of today's audience. ighteen national magazines including e "fans" were selected to carry ads this film. They reach a readership excess of 104 million.

The magazines selected under the ection of U-I's David Lipton for blication during December are: ife," "Look," "Redbook," "Seven- en," "Parents," "Teen," "Photoplay," Modern Screen," "Screen Stories," Movie Stars—TV Closeup," "Motion cture," "Movieland-TV Time," creen Stars," "Silver Screen," "Mo- e Mirror," "TV and Movie Screen," d "Screen Life."

"Operation Petticoat" is the Christ- as show now running at Radio City usic Hall.

•

"Li'l Abner," the Paramount musi- l based on Al Capp's cartoon strip, t considerable promotional help in ife's" Dec. 7 issue. Wilson Hicks, o hired Capp in the spring of 1932 the peak of the depression, wrote entertaining article for "Life." He ls how he put both Capp and Milton niff to work for $50 a week, when was a junior executive for the As- ciated Press.

A two-page spread in color spot- hting the main characters in "Li'l ner" is a fitting climax to this in- esting article. "Li'l Abner" is now the New York Roxy Theatre.

•

A two-page spread in beautifully odulated colors, filmed during the ariot race of 'Ben-Hur," appears the Dec. 8 issue of "Look."

In a shimmering rush of light, the oto shows the white horses and ariot of the Judean prince Ben-Hur e on to victory over the arrogant man conquerers.

•

Every month Pat Boone, star of urney to the Center of the Earth," l talk to teen-agers through the ges of "The Ladies' Home Journal." the lead page of Pat's first article der his photo he says "If I could t a gift under your tree, I'll make e each of you had a Bible of your n, if you don't have one. The an- er to all Big Questions are in its ges, for me."

Pat explains to the teen-agers how Bible can be helpful to them in eting their day-to-day problems at me, at school and in their teen-age rld. "Journey to the Center of the rth," a Christmas release, will have premiere at the New York Para- unt Theatre.

•

"Black Orpheus," the Lopert Films ease, was selected by the editor the "New York Times Magazine" for considerable attention in the Nov. 22 issue.

The French Government has chosen this Lopert film to be their representative for the 1959 Academy Awards.

This film was made on location in Rio de Janiero during the Brazilian carnival by the French director, Marcel Camus. He caught the astonishing rhythm movement, and sheer love of life of a South American carnival. "Black Orpheus" will be premiered at the New York Plaza Theatre.

•

Sidney Skolsky in the January issue of "Photoplay" said "some people believe that Khrushchev came to Hollywood to help publicize 'Can-Can'."

WALTER HAAS

Delaware Suit Is Filed Over New 'Zoom' Lens

Special to THE DAILY

WILMINGTON, Del., Dec. 13. — A suit involving $200,000 was filed in the U.S. District Court here, involving a "zoom" lens for still cameras, similar to the quick-moving lens used for moving from a distant to a close-up shot, so often on television sports programs.

Filed by Irvington, N.Y., Firm

David F. Anderson, local attorney, filed the complaint for Hudson Photographic Industries, Inc., a Delaware corporation with its main offices in Irvington, N. Y., against Optikyle, Inc., of Cedarburg, Wis.

Hudson says that for some time, up to last March, it had been negotiating with Keystone Manufacturing Co., and the Argus Camera Division of Sylvania Electric Products for the development and sale of the "zoom" lens, known in the trade as a variable focal length projector. The two were ready to buy the lens in substantial amounts, the complaint states, when in March, 1959, Hudson signed a contract with Optikyle to manufacture the lens.

Claims Secrecy Violated

Hudson claims it turned over its blueprints and designs to the defendant with the complete understanding that the process was to be kept secret and that Hudson had done the developing and designing. Instead, the complaint says, the defendant started manufacturing the lens and selling it in quantity to Keystone and Argus.

Hudson wants the claimed practice stopped by injunction and a payment of $200,000 for sales made so far.

Forsythe, Freeman Buy 'G.B.' for Production

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — John Forsythe and Everett Freeman, star and producer, respectively, of NBC-TV's "Bachelor Father" series, have purchased 'G.B.," a novel by British author Walter F. Morris as a starring vehicle for Forsythe.

Freeman will produce independently and is aiming for an April starting date on location in England and Germany to enable Forsythe to return to Hollywood for a June resumption of the TV series.

REVIEW:

Vice Raid

Imperial-United Artists

"Vice Raid" is a film expose of phoney model agencies fronting for New York's biggest prostitution ring. Mamie Van Doren, slimmer and confident, is the girl who resolves finally to quit the racket and turn on Brad Dexter, her boss and paramour.

Miss Van Doren, who plays a transitive call girl, is brought from Detroit to New York to help frame Richard Coogan, an incorruptible vice squad detective. Coogan is booted from the force but vows revenge which, in the end he gets, though not before Carol Nugent, Miss Van Doren's innocent sister, is beaten and raped by Barry Atwater, Dexter's top henchman.

Atwater is captured; Dexter is shot dead by police as he attempts to flee justice; Coogan is reinstated to the force. The audience is to believe, also, that Miss Van Doren is reformed and that the nationwide white slavery, juke box and gambling rackets have been crushed.

"Vice Raid" tells an old tale; nothing new or instructive has been added. It is not particulaly well-played or well-directed, and probably will have to depend largely on Miss Van Doren's presence in it to attract patrons.

Running time, 71 minutes. Adult classification. February release.

SAUL OSTROVE

TENT TALK

Variety Club News

MIAMI — The women's committee of the Variety Children's Hospital will hold its annual dinner and dance on Jan. 10 at the Eden Roc Hotel. Mrs. Lucy Hermon, chairman of the dinner, states that it is expected that $10,000 will be raised for the charity by the 400 members of the organization.

Garner on SAG Board

HOLLYWOOD, Dec. 13. — John L. Dales, national executive secretary of the Screen Actors Guild, has announced the appointment of James Garner to a position on the SAG board, succeeding William Lundigan, who resigned because of the pressure of private business.

Renovating Pantages

HOLLYWOOD, Dec. 13. — The RKO Pantages theatre has closed for "sidewalk-to-screen" renovation, and will reopen Christmas Day with Unival's "Operation Petticoat."

'Krupa' Opens Dec. 25

Columbia's "The Gene Krupa Story," with Sal Mineo in the title role, will open at the Forum Theatre here on Christmas Day.

Ready to serve you down South

CAMERA EQUIPMENT COMPANY, INC.

OF FLORIDA

1335 E. 10th Avenue, Hialeah, Florida

Telephone: Tuxedo 8-4604

RENTALS—SALES SERVICE

Lighting Equipment • Generators • Camera Equipment • 16mm and 35mm • Camera Car • Grip Equipment • Editing Equipment

All you need for motion picture and television production.

Up North:

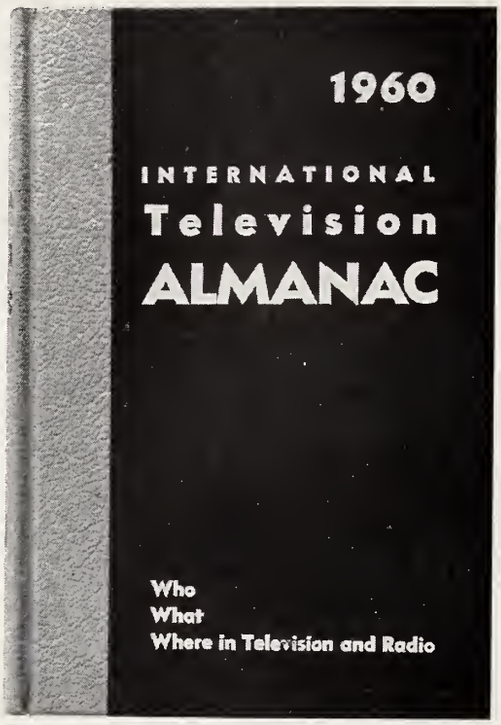
Camera Equipment Company, Inc.

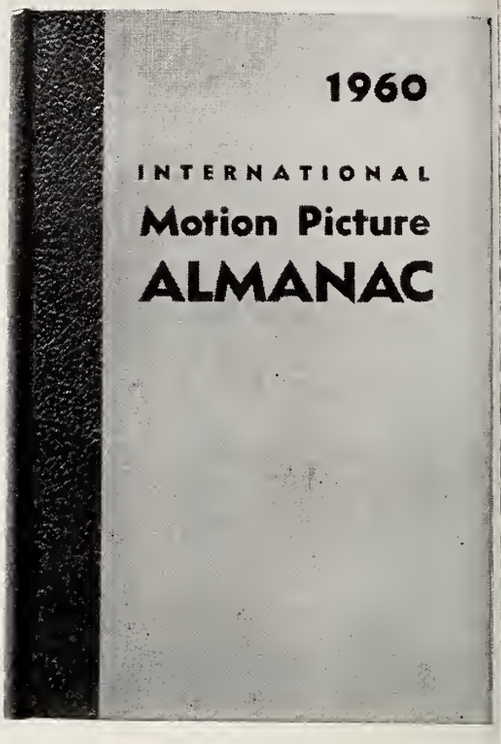
315 West 43rd Street, New York 36, N. Y.

Telephone: Judson 6-1420

At your fingertips—

THE WHOLE BUSINESS WORLD OF THE SCREEN!





• *Now In Distribution* •

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.

Order your copy today—use handy coupon below . . .

Price per volume $5

Both volumes $8.50

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1960 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACS ($8.50)
☐ Payment herewith

Date_____

NAME_____

ADDRESS_____

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 115 NEW YORK, U.S.A., TUESDAY, DECEMBER 15, 1959 TEN CENTS

9th Major' Goal

AIP Slates Blockbusters; Many Abroad

Arkoff Tells Plans to Make Fewer But Costlier Films

By SAUL OSTROVE

Striving hard to become the industry's "ninth major," American International Pictures plans to produce films fewer in number but costlier in design, and to film as many as possible abroad, Samuel Z. Arkoff, AIP vice-president, told an industry press conference here yesterday.



Samuel Z. Arkoff

"We still intend to pitch our films to younger audiences, but more of our productions

(*Continued on page 3*)

Wometco Earnings Up 31.8% for 44 Weeks

Special to THE DAILY

MIAMI, Dec. 14.—Wometco Enterprises, Inc., today issued an interim report to its stockholders for the 44 weeks ended Nov. 7, showing that the company's earnings after taxes are up 31.8 per cent over the comparable period in 1958.

Gross income of Wometco for the

(*Continued on page 3*)

Video Film Producers Sign With Publicists

From THE DAILY Bureau

HOLLYWOOD, Dec. 14. — The Alliance of Television Film Producers and the Publicists Association, Local 818, IATSE, today signed a two-year contract covering employment of pub-

(*Continued on page 6*)

TELEVISION TODAY—page 6

UA-TV 'Exploring' Ziv Television Buy

The possibility of United Artists Television Inc. acquiring either control or outright ownership of Ziv Television is "being explored in very preliminary discussions" Herbert L. Golden, president UA-TV said yesterday. He denied that a sale had been completed or was even near consummation.

Mass Reissue Booking Set by RKO Houses Here

RKO Theatres in the New York metropolitan area will simultaneously play 56 reissues on 28 double feature programs on Monday and Tuesday, Dec. 21 and 22. Idea for the multiple bookings was conceived by circuit officials, they said, in answer to requests from patrons that they play top hits of the past.

The 28 neighborhood theatres, lo-

(*Continued on page 6*)

Levine Holds 'Ripper' Luncheon at Boston

Special to THE DAILY

BOSTON, Dec. 14. — Joseph E. Levine staged the final luncheon of the nationwide series to exploit "Jack The Ripper" at the Boston Club today. More than 200 exhibitors, circuit heads, buyers and bookers attended

(*Continued on page 6*)

Elect 13 to Board Of U. A. Circuit

Special to THE DAILY

BALTIMORE, Dec. 14.—Marshall Naify, vice-president of United California Theatres, was today elected to the board of directors of United Artists Theatre Circuit, Inc. at the annual stockholders meeting here. Naify replaces Joseph Seidler on the board.

Twelve directors re-elected to the board include Jervis J. Babb, MacMerrill Birnbaum, A. E. Bollengier,

(*Continued on page 6*)

Youngstein Is Honored For Philanthropic Work

(Pieture on Page 3)

Max E. Youngstein, United Artists vice-president, received a Distinguished Service Citation from the City of New York and a special award from the Children's Asthma Research Institute at a Salute to Health for Peace

(*Continued on page 3*)

Disney's 1960-61 Films To Cost $18,500,000

Special to THE DAILY

BURBANK, Cal., Dec. 14. — Walt Disney films costing $18,500,000 will be released in 1960-61 by the Buena Vista Distribution Co., Roy O. Dis-

(*Continued on page 3*)

Film Industry in France Gears To Meet Strong Threat of TV

Special to THE DAILY

PARIS, Dec. 14.—Television is now looming as a major threat to the French motion picture industry, which is currently gearing to meet this added competition for the entertainment coin available, according to Richard Fleischer, who just finished directing "Crack In The Mirror" here for 20th-Fox.

"With the expansion of television in this country and on the Continent in general, the French film industry and exhibitors here are coming face to face with the same problems their American counterparts faced in the past few years," Fleischer told an exhibitor meeting at 20th-Fox headquarters in Paris.

"There is, in my opinion, only one conclusive answer to the television problem," Fleischer stated succinctly, "and that is the making of good motion pictures based on unusual story situations, honestly depicted, and then merchandised and sold with the maximum exploitation potential.

"This is the formula which is being used by the creative picture makers in the U.S. and is reflected in the modest but inexorable rise in the volume of American film production and the attending increase in box office grosses."

Fleischer pointed to the falling off in film-going of 10 per cent in the metropolitan areas of France in the

(*Continued on page 6*)

Collect Evidence

CEA to Make Study of U. K. Distribution

Action Follows Complaints Against Present Pattern

By WILLIAM PAY

LONDON, Dec. 14.—A Cinematograph Exhibitors' Association subcommittee is to examine and collect evidence relating to the pattern of film distribution in Britain. This action follows widespread exhibitor complaints against the present pattern while others allege that since the formation of the National Release—set-up as a result of the Rank Organisation's rationalization policy—they have been unable to get suitable films.

The Yorkshire branch of the CEA has already submitted comparative figures of takings in 1950 and 1958 in its area which shows a steeper decline than in other areas due, in the view of the branch, "to the pattern of distribution in the area." Extended pre-release runs in key centres, and the simultaneous release of films in key centres throughout the country fol-

(*Continued on page 2*)

Big Ad Campaign For 'Spartacus'

Universal's policy of "pre-selling" its pictures through advertising will reach a new high in the trade-paper campaign for "Spartacus," David A. Lipton, vice-president, said yesterday. He said the trade-paper campaign for the Bryna production would be

(*Continued on page 2*)

Einfeld to Coast for Production Meetings

Charles Einfeld, 20th Century-Fox vice-president, leaves here today for Hollywood and San Francisco for conferences at the studio on 20th's slate of upcoming productions for 1960, and to attend the "sneak preview" of "Can-Can."

Einfeld will join company execu-

(*Continued on page 2*)

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president, became a grandfather on Friday when his daughter, MRS. NED FRANK, gave birth at Mt. Sinai Hospital here, to an eight-pound, six-ounce daughter, ROBIN JO.

•

JEFF LIVINGSTON, Universal Pictures executive co-ordinator of sales and advertising, will leave New York today for Holllywood.

•

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president and general sales manager, has returned to New York from the Coast.

•

BILL TRAVERS, British actor, returned to London from New York yesterday via B.O.A.C. following meetings with the New York press and exhibitors.

•

MRS. LOUIS WEITZ, wife of the secretary of the Cleveland Motion Picture Exhibitors Association, gave birth there last week to a daughter, ELLEN, their third child.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has returned there from a business trip to Florida.

•

B. B. GARNER, of Lakeland, Fla., treasurer of the Motion Picture Exhibitors of Florida, was married on Saturday at Keystone Heights, Fla., to JAN CORBETTE of Jacksonville.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT · TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

For 40 Years
A Tradition
Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK
630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

'Spartacus'

(*Continued from page* 1)

the "greatest, long-in-advance" drive in industry history, "both in budget and coverage."

"To us, 'pre-sell' means delivering your message of entertainment, quality and enthusiasm to exhibitors—and press—even before you take it to the ticket-buying public. These groups, exhibition and the fourth estate, should be your first targets. You reach them initially through the tradepapers," Lipton said.

"This is what we have done, and intend to continue doing with 'Spartacus." Guided by Kirk Douglas, head of Bryna, and Stan Margulies, his director of ad-publicity, we are making the point to trade and press that '1960 will be the year of the Spartacus'."

Two-Year Trade-Paper Drive

The trade paper ad campaign on "Spartacus" will be spread over a period of two calendar years—starting with the first ad on Jan. 27, 1959, announcing the start of production, and carrying through virtually all of 1960.

Lipton pointed out Universal's unusual "buy" of the front covers or special preferred position of every annual film publication for the picture.

'Journey' Sets Records In Denver, Salt Lake City

Twentieth Century-Fox's "Journey to the Center of the Earth" topped all existing box-office record for 20th-Fox films in the last three years in its non-holiday, three-day openings in Denver and Salt Lake City this past weekend.

Registering $11,275 at the Center Theatre in Denver, and $9,824 at the Centre in Salt Lake City, "Journey" is substantially ahead of such box-office favorites as "Inn of the Sixth Happiness," and "The Young Lions."

'Abner' Big at Roxy; $61,064 in Three Days

Panama-Frank's "Li'l Abner" gave the Roxy Theatre here its most outstanding opening gross in many years, chalking up a big $61,064 in the three-day period ending Sunday, Paramount announced yesterday.

Despite inclement weather, the film drew long street lines on both Saturday and Sunday.

Barbara Tolnai to U.A.

Barbara Tolnai, active in the industry since 1937 as writer and consultant and who for the past five years has been free-lance story consultant to United Artists, has been named Eastern story representative for U.A., it was announced yesterday by Max E. Youngstein, U.A. vice-president.

'Operation' Still Big; 4 Days at $117,150

"Operation Petticoat" is continuing to roll up record Christmas business in its world premiere engagement at the Radio City Music Hall, having drawn $117,150 on the first four days of its second week to top the first four days of the initial week by almost $5,500, Universal said yesterday.

Saturday's business was $38,048 despite the all-day rain and the biggest single day in the 27-year history of the Music Hall with the exception of a New Year's Eve.

Indications are that the second week of "Operation Petticoat" at the Music Hall will top the initial record week by almost $10,000.

Einfeld to Coast

(*Continued from page* 1)

tive producer Buddy Adler, Jack Cummings, "Can-Can" producer, director Walter Lang and stars Frank Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jourdan at the Fox Theatre in San Francisco for the event Saturday night.

Will Meet Studio Executives

At the studio, Einfeld will meet with Harry Brand, studio publicity chief and Lew Schreiber, Adler's executive assistant, on world-wide coordination of international publicity and exploitation on the line-up of top-budget features upcoming in the next 12 months. The vice-president will hold discussions with many of the independent and staff producers working on the lot, including: Mervyn LeRoy, Jerry Wald, Sam Engel, Sidney Boehm, and Garson Kanin.

Wilson, Columbia Sign

HOLLYWOOD, Dec. 14.—Producer-director Richard Wilson has been signed to a long term contract as an independent producer who will release his product through Columbia Pictures, it was announced today by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Wilson, who will check into Columbia late in January, will produce all the films for his independent company as well as directing some of them. No properties have been selected for him as yet.

Yule Plans in Cleveland

CLEVELAND, Dec. 14. — United Artists, Universal and Warner Brothers are joining forces for a combined Christmas Party to be held Dec. 22 at the Universal Pictures exchange here.

Twentieth Century-Fox closed at 1 P.M. today for its annual good cheer session, while Columbia plans to play host to its friends in its headquarters on Dec. 23.

CEA to Stud

(*Continued from page* 1)

lowed by London release, which d
lays the supply of prints to sub
quent runs until the value of 'wo
of mouth' and local press public
is lost in "playing havoc with t
business," says the branch.

J. X. Prendergast, chairman of t
Yorkshire branch, commented: "T
booking system is frozen. You mig
just as well send your book to t
renter. Freedom to buy or book do
not exist today. The position is l
coming increasingly difficult even
those who think they are in a favo
able position. The big circuits shou
supply a cross-section of figu
showing their position."

The sub-committe is to examine t
whole problem, announced CI
General Secretary Ellis Pinkney, a
make recommendations which wou
ensure that "films are distributed
the best advantage of all exhibit
as well as the producers thereof."

'Few' Ad-Promotional Meet Held in Detroit

Special to THE DAILY

DETROIT, Dec. 14.—The first i
series of key city "Never So Few"
promotion meetings was held h
today as part of the special drive
the M-G-M holiday attraction.
Seadler, eastern advertising manag
was in Detroit along with two of t
young personalities from the fil
Dean Jones and Kipp Hamilton.

While the two players were doi
interviews on radio, television a
meeting the press, Seadler and lo
M-G-M representatives were spe
heading the "Never So Few" t
force discussing advertising and p
motion plans with exhibitors fr
Detroit and surrounding regions.
cooperative newspaper campai
ranking with M-G-M's biggest of t
year, and important radio saturati
coverage were two areas that
ceived strong attention.

'Never So Few' Is Next at Music Hall

M-G-M's "Never So Few," starri
Frank Sinatra and Gina Lollobrigi
will be the next atttraction at Rad
City Music Hall, following the run
"Operation Petticoat."

Big Drive for 'Beach'

The New York premiere of Stanl
Kramer's "On the Beach" on Thu
day at the newly refurbished As
Theatre is being heralded in 10,0
posters, over 16 radio and televisi
stations and in the columns of the
largest newspapers in the metropo
tan area. It is one of the most exte
sive United Artists campaigns ev
created for a New York opening.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hol
wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau,
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31(
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a ye
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

ndustry Heads on Dais t Cohen Lunch Today

Many industry leaders will be on he dais at the luncheon today of the ndependent Theatre Owners Associ tion in honor of Max A. Cohen, oard chairman, who is observing his 0th anniversary in the motion pic ure business.

They include Charles Alicoate, arney Balaban, Robert Benjamin, larry Brandt, Jack Byrne, Jerry haiken, Tom Connors, Ned E. epinet, Steve D'Inzillo, Jay Eman el, Si Fabian, Leopold Freedman, William German, Maury Goldstein, lex Harrison, William Heineman, alph Hetzel, the Honorable Hulan ack, Rube Jackter, Arthur Krim, Jo eph Levine, Henry H. Martin, Abe lontague, Solly Pernick, Eugene icker, Albert Pickus, Martin Quig ey, Jr., Sam Rinzler, Herman Rob ins, Abe Schneider, Sol Schwartz, ol Strausberg and Milton Weisman.

Cohen, president of Cinema Cir uit, has served as ITOA representa ive on ACE and COMPO, is a past hief barker of the New York Variety ent, and is currently secretary of the Will Rogers Memorial Hospital. The estimonial luncheon is being held in he North Ballroom of the Hotel stor.

Disney '60-'61 Films

(*Continued from page* 1)

ey, president of Walt Disney Produc ions, announced here yesterday.

Closing a five-day convention of Buena Vista executives and salesmen t the Disney studio here, Roy O. Disney named the following pictures ll in Technicolor for release during he next 14 months.

"Toby Tyler," "Kidnapped," "Jun le Cat," a full-length true life adven ure story; "Swiss Family Robinson," The 101 Dalamatians," a full-length artoon production, and "The Absent Minded Professor."

Buena Vista also will embark on an xtensive television promotional pro ram to support its film releases, Dis ey said, stating that $4,000,000 will e spent on advertising, publicity and xploitation for 1960-61 attractions.

Present at the fifth annual conven ion were Irving H. Ludwig, Buena Vista president; advertising, publicity nd exploitation personnels; district nanagers and salesmen from the United States and international offices, nd executives of Empire Universal Films, Ltd., distributors of Disney ilms in Canada.

F. G. Mohrhardt, Jr.

Funeral services will be held Fri day at the Fox Funeral Home in Larchmont for Fred George Mohr hardt, Jr., who died in an air-boat accident Saturday at Fort Lauder dale, Fla. He was the son of the late treasurer of Paramount Pictures, and the son-in-law of Sam Dembow, in dustry executive. Other survivors in clude his widow, mother and two sons. The body will repose at the Fox Funeral Home from Wednesday at 7 P.M. Interment will be at Ken sico Cemetery.



MAX E. YOUNGSTEIN, viee-president of United Artists, was honored at a salute to Health for Peaee Dinner at the Hotel Biltmorc last night, reeeiving the Distinguished Service Citation from the City of New York and tributes from Vice President Richard M. Nixon, Governor Nelson Roekefeller and Mayor Robert Wagner. The dinner was sponsored by the Children's Asthma Researeh Institute and Hospital in Denver, of which Youngstein is a founder. Shown here left to right are: Louis Nizer, ehairman of the event; Youngstein, and Arthur B. Lober, president of the Institute.

Double Honor for Youngstein

(*Continued from page* 1)

Dinner honoring Youngstein at the Hotel Biltmore last night.

More than 850 entertainment industry leaders, national and civic officials, celebrities of the screen and stage and members of the medical profession attended the event sponsored by the Children's Asthma Research Institute and Hospital at Denver. The evening was climaxed by a special dramatic program featuring Harry Belafonte, Red Buttons, Myrna Loy and Mike Wallace.

Arthur L. Mayer cited Youngstein's tireless energies and activities in philanthropic causes. Arthur B. Lober, president of the Children's Asthma Research Institute and Hospital at Denver presented the UA vice-president, a founder of the institute, with a special award. Other tributes came from Vice-President Richard Nixon and Governor Nelson Rockefeller, praising Youngstein's vital leadership in the asthma campaign and in the Health for Peace program.

For Distinguished Serviee to N. Y.

Dr. Leona Baumgartner, New York City Commissioner of Health, representing Mayor Robert F. Wagner, presented Youngstein with a distinguished service citation on behalf of the city.

The citation reads: "Max E. Youngstein, dynamic business leader who has served with outstanding success in the distribution, financial and publicizing phases of the film industry; devoted American who applied his special knowledge and talents to further the financing of World War II; humanitarian whose devotion has brought immeasurable benefit to many charitable eauses, particularly the Children's Asthma Research Institute and Hospital; native son of whom New York is deeply proud."

Louis Nizer, general chairman of the committee for the event, called for a pooling of knowledge of all research in an international fight against disease. "We have all been created equally and if we don't want to be cremated equally we must offer to peoples of the world the opportunity to be healed equally," he declared.

Guest speakers urging increased United States participation in international health research included General Omar Bradley, chairman of the Health for Peace Committee; Senator Kenneth B. Keating; Representative Emanuel Celler; Dr. Thomas Dooley, Chief of MEDICO mission in Laos; Dr. Samuel Bukantz, director, Medicine and Research, Children's Asthma Research Institute and Hospital at Denver; Dr. Frank Adair, past president, American Cancer Society, and Dr. Irving S. Wright, past president, American Heart Association.

Two Deliver Invocations

Invoeations were delivered by Rabbi Israel Goldstein of the Congregation B'nai Jeshurun and Monsignor Patrick J. Fawley, director of health and hospitals, Archdioeese of New York.

Funds from the dinner will go to the Children's Asthma Research Institute and Hospital at Denver and the special Youngstein Research Memorial at the Institute in honoring his parents, Molly and Elias Youngstein.

1,900-Share Decrease Reported by Warners

Special to THE DAILY

WASHINGTON, Dec. 14.—Purchase of 1,900 shares of Warner Brothers Pictures, Inc., common stock during October by E. L. De Patie, Warner vice-president, reduced the amount of the company's outstanding stock to 1,506,496 shares, after deducting 975,571 shares held in Treasury, as of Oct. 31, 1959, it was reported to the Securities Exchange Commission.

AIP's Schedule

(*Continued from page* 1)

will be in color and more will be of an epic nature," Arkoff said. AIP will release 18 films in the fiscal year ending next April 30, as opposed to its 22 releases for the year that ended last April 30.

"Although it is becoming more expensive to produce films in Europe and Asia, we still have protection from a possible actors' and writers' strike in Hollywood," he added. In the present controversy, the Writers Guild of Ameriea is seeking residual payments on the sale of post-1948 films to television.

AIP's "Goliath and the Barbarians," now in its debut at Chicago, is the type of picture the company has found most profitable, Arkoff said. Therefore plans have been made to film in Italy a "Goliath" sequel, "Goliath and the Dragon," next spring. "Goliath and the Barbarians" will be shown at 250 spots across the nation beginning Christmas week, in most theatres without an accompanying feature.

Cinemagie Film Slated

On other fronts, the executive said, AIP has acquired for distribution Sid Pink's "The Angry Red Planet," a Cinemagic film that opened recently in Hollywood, and co-produetion and distribution rights for the filming of Jules Verne's "In the Year 2089," which will be a color film produced next year in Japan.

AIP plans also to begin filming next month, in color, Edgar Allen Poe's "The Fall of the House of Usher," which will be retitled before distribution. "Usher" will be filmed in Hollywood.

"Aladdin the Great," which AIP will coproduce with an English company, will begin production in Jamaica, B.W.I., next March, and is scheduled for release next summer.

Another AIP film to be produced in Hollywood, next Mareh, will be "Take Me to Your Leader," a comedy, Arkoff said.

Wometco Earnings

(*Continued from page* 1)

44 weeks this year amounted to $8,637,394, with expenses of $7,308,344. Net income before taxes was $1,329,050 and net income after taxes was $641,159. For the comparable period in 1958, the net income before taxes was $925,142, and the net income after taxes was $486,451.

The interim report also covers the eight-week period ended Nov. 7. The gross income of Wometco for these eight weeks was $1,581,306, with expenses of $1,320,655. The net income before taxes was $260,651 and the net income after taxes was $130,853. For the comparable period in 1958 the net income before taxes was $94,131 and the net income after taxes was $43,640.

The interim report shows that for the 44 weeks ended Nov. 7, 1959, 30.8 per cent of the net income has been paid out in dividends on Class A and Class B to stockholders. The remaining 69.2 per cent or $443,653 has been retained in the business.



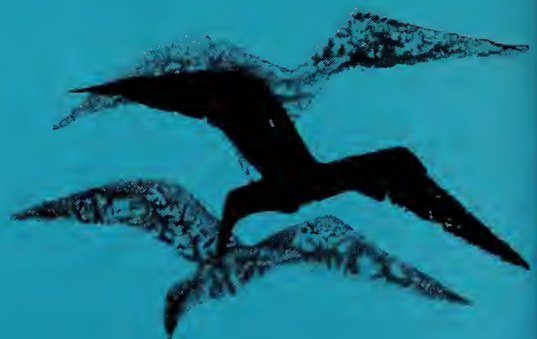
WITH THIS ADVERTISEMENT,

COLUMBIA LAUNCHES

THE PRE-RELEASE ENGAGEMENTS

OF SAM SPIEGEL'S

SUDDENLY, LAST SUMMER



CRITERION THEATRE, NEW YORK/SUTTON THEATRE, NEW YORK
DECEMBER 22ND • WARNER BEVERLY HILLS, DECEMBER 23RD



suddenly
last summer...
Cathy knew
she was
being used for
something evil!

TENNESSEE WILLIAMS HAS A GENIUS FOR SHOCKING PEOPLE WITH HIS BELIEFS. THE TRADITION-BREAKING WRITER RECEIVED THE SUPPORT OF TWO FELLOW BARRIER-BREAKERS IN MAKING THIS FILM. THOSE MULTI-ACADEMY AWARD WINNERS, PRODUCER SAM SPIEGEL, WHO BROUGHT YOU "THE BRIDGE ON THE RIVER KWAI," AND DIRECTOR JOSEPH L. MANKIEWICZ, LITERALLY TRANSPORT YOU INTO THIS BOLDEST OF TENNESSEE WILLIAMS WORLDS.

SAM SPIEGEL PRESENTS

ELIZABETH TAYLOR  KATHARINE HEPBURN  MONTGOMERY CLIFT 

IN

SUDDENLY, LAST SUMMER

BASED ON THE PLAY BY
TENNESSEE WILLIAMS
WRITTEN FOR THE SCREEN BY
GORE VIDAL AND TENNESSEE WILLIAMS
DIRECTED BY PRODUCED BY
JOSEPH L. MANKIEWICZ • SAM SPIEGEL
PRODUCTION DESIGNER · OLIVER MESSEL · A COLUMBIA PICTURES RELEASE

TV in France

(*Continued from page 1*)

past year as the direct result of the television invasion.

"Film makers and exhibitors also must learn to harness the television exploitation potential in their merchandising structures," Fleischer said. "In the final analysis, people still wish to go out of their homes for entertainment. Women, particularly desire a change of scenery, away from the every-day household scene.

"In this respect, French exhibitors are doing the same thing now that the American exhibitors started in recent years—renovating their theatres and modernizing them with the latest technical projection developments."

Fleischer's talk to the exhibitors followed a special screening of his last 20th-Fox release, "Compulsion." With "Crack In The Mirror" winding up, Fleischer's next chore will be "Willing Is My Love," which he will make under his own independent banner of Nautilus Productions. He will utilize the Studio Boulogne here for the production.

Lazarus, Hyams, Flinn In S.L.C. This Week

Special to THE DAILY

SALT LAKE CITY, Dec. 14.—The new management of KTVT (television) and KDYL (radio) will turn out to meet Salt Lake City this week.

Paul Lazarus, Jr., vice-president of Columbia Pictures, which last week took title to the stations from Time, Inc., and Jerome Hyams, vice-predent and general manager of Screen Gems, Inc., the TV film subsidiary of Columbia, will arrive here from New York on Wednesday for a round of meetings and ceremonies. They will be joined by John Flinn, Columbia's studio director of advertising and publicity, from Hollywood.

The complete staff of the stations will meet the company executives at lunch on Wesnesday. Host of the luncheon will be Norman Louvau, vice-president and general manager of the Columbia Pictures Electronics Corporation.

TV Residuals Big Item In SAG, AMPP Talks

From THE DAILY Bureau

HOLLYWOOD, Dec. 14. — The Screen Actors Guild and the Association of Motion Picture Producers today opened negotiations for a new collective bargaining contract for actors in theatrical motion pictures. The present basic agreement between the two groups expires at midnight, Jan. 31 next.

The guild's principal proposals for changes in the existing basic agreement involve a formula for additional payments to actors for television use of post-Aug. 1, 1948, theatrical pictures; a pension and welfare fund, and pay television.

It was expected that after today's session, negotiations will be recessed until after the holidays.

HUGO A. CASOLARO MARTIN GOTTLIEB
C and G film effects, inc.
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

REVIEW:

The Gazebo

Avon Production—M-G-M—CinemaScope

HOLLYWOOD, Dec. 14

A NEW YEAR'S resolution to put this on top of the list of immediate bookings will give exhibitors everywhere a head start on profits for 1960. Glenn Ford and Debbie Reynolds, teamed for the second time in a hilarious comedy, will make beautiful marquee music together, especially since the echo of their first successful teamwork in "It Started With A Kiss" is still fresh in the public's ears.

Ford tops anything he has ever done in the comedy field with this tour de farce; and Debbie continues to climb in importance as an actress with sparkling personality and warmth. Director George Marshall, who has worked with both stars on a number of other successful comedies in the past, capitalizes on their talent and personality, applying some outstanding pieces of business to the screenplay by George Wells to make it even funnier as a film than the Broadway hit play by Alec Coppel. Lawrence Weingarten produced.

In addition to Ford and Miss Reynolds, the cast is further brightened with the appearance of Carl Reiner (fresh from his zany television career), in the role of an assistant district attorney, long time friend of Glenn and Debbie, with a penchant for invading their marital comforts; John McGiver, an overly-cooperative contractor, engaged by Debbie to install the Gazebo, (a circular open-faced summer house, or shelter) on the garden grounds of the house in Connecticut, as a surprise gift to Glenn; Doro Merande, as the maid who cannot talk without shouting; and Herman, a pigeon nursed back to health by Glenn after it had been hit by a taxi in which he was riding.

MOST OF THE ATTENTION is drawn to Glenn, who has fallen prey to a blackmailing syndicate which would not only involve him in a framed-up situation with a secretary, but also some art studies of Debbie before they were married. Glenn, a writer-director of television mysteries, makes plans to murder the blackmailer in Connecticut, while Debbie goes through her nightly appearances in a hit Broadway musical. Believing he has successfully shot the blackmailer as he enters the darkened entrance hall and falls face downward with his brief case on a tarpaulin prepared for wrapping the body, Glenn buries the body in the freshly poured cement base which will be used to support the Gazebo.

Glenn's nervous attitude, and his putting their house in ridiculous shape to get her to agree to move away, has Debbie confiding in Reiner of her fears for his sanity. Glenn becomes doubly unnerved when he learns that the body he buried was not the one he intended to kill. This makes for more hilarity and suspense. Reiner now becomes involved in questioning Debbie and Glenn regarding the murder of the blackmailer, who was knocked off by one of his henchmen in a hotel room where he left a list of his victims' names, Glenn's and Debbie's among them.

A couple of the blackmailer's hoods find the double-crossing henchman's body while holding Debbie captive in her home. The Gazebo loosened from its fresh moorings in a heavy rain, falls over to reveal the body and the brief case with money he intended to keep for himself.

Ford returning home to save Debbie from the hoods is confronted by detectives and Reiner for an admission of the killing of the henchman. In re-enacting the crime he spots a bullet hole in one of the books in the bookcase where the pigeon is sheltered, and realizes that he never killed the henchman, who, it is discovered, had died following a heart attack.

Running time, 95 minutes. General classification. Release in December.

SAMUEL D. BERNS

Video Film Producers

(*Continued from page 1*)

licists by members of the Alliance.

Containing the same basic provisions as those in the contract between the publicists and the major studios, the agreement is retroactive to Jan. 31, 1959, and will remain in effect until Jan. 3, 1961.

U. A. Circui

(*Continued from page 1*)

Benjamin J. Buttenwieser, A. Frisch, James M. Landis, Edward Rowley, Leo G. Shaw, Milton Sh bert, George P. Skouras, Milton Weisman, and Lawrence Wren.

In an address to the meeting Sko ras, president, said he was very op mistic about the future of the co pany. He pointed out that rentals f "South Pacific" in Todd-AO in En land amount to £1,005,500, whi set a new record there. And "Okl homa" opens in London Dec. 26 wi the business outlook equally good.

The U.A. Circuit owns the majori stock in Magna Theatre Corp., whi in turn owns over 60 per cent of t stock in Todd-AO.

To Eliminate Some Units

Skouras said further that the co pany is engaging services of a real counsel to eliminate theatre properti which are not productive. These w either be sold or converted, he sai thereby making the company's fina cial structure more substantial.

Levine Luncheon

(*Continued from page 1*)

the affair, which was emceed b George Jessel.

Tribute to Levine was paid by A thur Lockwood, Norman Knight, pre ident of the Yankee Network, Hug Owen, vice-president of Paramou and Jessel himself.

Owen said "it's traditional th every so often in our industry a bo entrepreneur comes into our rank Such a showman is Joe Levine, wh has brought back socko showmanshi almost a lost art, in order to have 'Jac The Ripper' appeal to all classes audiences. It is our good fortune t have Paramount distribute this pi ture."

Levine said, "I'm happy to wind u this series of 'Jack The Ripper' lunch eons in my own city among all m friends. But in order to get ticke buyers, we must first sell you, th theatre owner.

"I want to say I'm delighted wit the cooperation of Barney Balaban George Weltner and the entire Para mount organization."

Mass Reissue

(*Continued from page 1*)

cated throughout Manhattan, th Bronx, Westchester, Brooklyn an Queens, will each present entirely dif ferent combinations of the pictures The films will include "All Abou Eve," "The 13th Letter," "Snows o Kilamanjaro," "Bus Stop," "Indis creet," "Marjorie Morningstar," "Son In My Heart," "Desk Set," "The Grea Man," "Monkey Business," "Princ and the Show Girl," "East of Eden," "Room For One More," "Love Is A Many Splendored Thing" and " Coins in the Fountain."

Directory ads in all newspapers wil carry a complete listing of all RKO Theatres and the combination of film they are showing. A similar listing will be posted in all theatre lobbies.



Orchids to TRAILERS!

"Orchids symbolize achievement
that words are often
inadequate to express--
a reminder of all the important things
that remain unsaid.
Experience teaches me
trailers rate orchids!"

Harry Brandt, President,
Brandt Theatres



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

American International

GOLIATH

PREMIERE OPENING B & K'S ROOSEVELT CHICAGO
BIGGEST MIDWEEK HOLIDAY GROSS IN 35 YEARS!

GOLIATH

...NATIONAL RELEASE CHRISTMAS...BACKED BY
$1,000,000 ADVERTISING-PROMOTION CAMPAIGN!

JAMES H. NICHOLSON AND SAMUEL Z. ARKOFF PRESENT

STEVE REEVES

GOLIATH

AND THE BARBARIANS in COLORSCOPE



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 86, NO. 116 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 16, 1959 TEN CENTS

Theatres

ilitary Told o Restrict ttendance

rective Confined to uthorized Personnel

ll Army and Air Force theatres e been alerted to restrict attend- e to authorized personnel only, Army and Air Force Motion Pic- e Service has notified Albert M. kus, president of Theatre Owners America.

obert E. Quick, chief of the FMPS in Washington, advised kus that a new directive had been t to every installation by Major neral R. V. Lee, the adjutant gen-

(*Continued on page 2*)

awley Confirms Goal Technicolor Control

From THE DAILY Bureau

OS ANGELES, Dec. 15.—Patrick rawley, Jr., president of Eversharp, , confirmed yesterday that he will to gain control of Technicolor, through naming nine of the 12 bers of the board..

rawley, who is believed to control

(*Continued on page 3*)

tor Preview Attracts ndreds from Industry

By SAUL OSTROVE

n afternoon-long preview of the Astor Theatre on Times Square terday attracted hundreds of film ustry, financial and social leaders New York.

he theatre, after 77 days of exten- reconstruction, during which

(*Continued on page 3*)

LEVISION TODAY—page 6

Fox Schedules Series of 'Test-Showings' Across Country for 'Can-Can' Before Editing

Cole Porter's "Can-Can," produced in Todd-AO by 20th Century-Fox, will be given a series of "out-of-town showings," much like those accorded a stage play headed for Broadway. In making the announcement of these plans yesterday 20th-Fox called the scheme a departure from the usual series of "sneak" previews ordinarily given to newly completed pictures.

At the same time 20th-Fox confirmed earlier reports that the picture will open at the Rivoli Theatre here on March 9. It will be shown on a reserved seat basis, 10 performances a week. Later it will open in other key cities.

20th-Fox said it plans to take the print of "Can-Can" to representative cities where "unbiased reactions and opinions can be secured" and that final editing would be based on the "broadest cross-section of moviegoers opinion."

The first "tryout" will be in San Francisco Saturday and others will follow in the midwest, central states, south and east.

Mullin Retires as Head Of New England Circuit

Special to THE DAILY

BOSTON, Dec. 15. — The retirement of Martin J. Mullin as president and general manager of New England Theatres, Inc., an affiliate of American Broadcasting-Paramount Theatres, was announced here by Edward L. Hyman, AB-PT vice - president. At the same time he reported the appointment of Robert M. Sternburg to succeed Mullin.



Martin Mullin

Hyman's announcement was made

(*Continued on page 7*)

TOA, SPG Will Meet Early in January

An early January meeting of the Theatre Owners of America's new exhibitor-producer liaison committee with a similar committee from the Screen Producers Guild was predicted yesterday by Albert M. Pickus, TOA president. He said he had been

(*Continued on page 7*)

AB-PT Elects Hahn As Vice-President

Herbert R. Hahn has been elected vice-president of American Broadcasting - Paramount Theatres, Inc., it was announced by Leonard H. Goldenson, president.



Herbert Hahn

Hahn is director of public relations for AB-PT. He joined the company in 1949. After several promotions in the theatre operating division, he was placed in charge of stockholder relations, which remains a

(*Continued on page 2*)

Cohen Is Honored On 50th Anniversary

By SIDNEY RECHETNIK

(Picture on Page 3)

Some 250 members of the industry turned out yesterday to pay tribute to Max A. Cohen, chairman of the board of Independent Theatre Owners Association, at a luncheon celebrating his

(*Continued on page 3*)

Board Meet

N.E. Allied Hits Abram Myers For 'Hostility'

Defers Action on Reports He May Resign from Posts

Special to THE DAILY

BOSTON, Dec. 15.—Abram F. Myers, Allied States board chairman and general counsel, was charged with "hostility during the past year towards the major portion of Allied's program" by the board of directors of Independent Exhibitors of New England, an Allied affiliate, at a meeting here today.

At the close of the meeting the board said it had declined to take any immediate action "which might be detrimental to Allied's progressive program "in view of trade paper reports that A. F. Myers may tender his resignation as general counsel and

(*Continued on page 7*)

Testimonial to Robbins Slated by FJP, Jan. 13

Herman Robbins, president of National Screen Service, will be honored at a testimonial dinner tendered him Jan. 13 by the amusement industry division of the Federation of Jewish Philanthropies. To be held at the Starlight Roof of the Waldorf - Astoria Hotel here, the event, termed an "Anniversary Party," will mark the NSS 40th birthday.



Herman Robbins

Proceeds will benefit the 1959-1960 campaign of the FJP, of which Ar-

(*Continued on page 2*)

ADVERTISED IN Redbook The Magazine for Young Adults 7,500,000 PRIMARY READERS

CARY GRANT TONY CURTIS "OPERATION PETTICOAT" Universal International Release

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice - president, returned to the Coast yesterday from New York.

•

SI SEADLER, M-G-M's Eastern ad vertising manager, will leave Detroit today for Pittsburgh as head of the promotion task force for "Never So Few."

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York from Boston.

•

PAUL BURKE, film and TV actor, will leave New York tonight for California.

•

LENNYE BOTWICK, daughter of HARRY BOTWICK, South Florida supervisor for Florida State Theatres, has become engaged to MARTIN H. STEIN of Coral Gables.

Robbins Testimonial

(*Continued from page* 1)

thur B. Krim, president of United Artists, is chairman.

Barney Balaban is honorary chairman of the dinner, S. H. Fabian is chairman and Spyros P. Skouras treasurer. Associate chairmen are William Brandt, William J. German, Samuel Rosen, Abe Schneider and Joseph R. Vogel.

AB-PT Elects Hahn

(*Continued from page* 1)

function of his present position to which he was appointed in 1957.

Hahn is also a director of Microwave Associates, Inc., Technical Operations, Inc. and Dynametrics Corp., the electronic companies in which AB-PT has interests.

get your message across with
SPECIAL TRAILERS
by
national screen service



The East Is Excellent for Production, Says Robson, Making 'Terrace' Here

By SAUL OSTROVE

Director Mark Robson, who this week is completing location filming here for "From the Terrace," yesterday stepped from his set at 20th Century-Fox's West Side studios to discuss the elemental problems facing a production team away from home, and to compare some of his own directorial methods with those used by his counterparts in television.

Robson said the Eastern part of the United States—notably New York City, Long Island, northern New Jersey and Pennsylvania — almost perfectly has been able to accommodate his urban and rural filmic needs. To date, he has shot at Central Park South; lower Broadway near Wall Street; Glen Cove and Center Island, Long Island; and at a railroad depot in New Jersey which in the film, adapted from John O'Hara's long, best-selling novel, will simulate a station in Philadelphia.

Tomorrow Robson's company will return to Long Island where winter sequences will be filmed.

"Our weather problems have already been solved. We hoped there would be snow on the ground for our Long Island shooting, because lately the climate here has met our specifications. But tomorrow we've arranged to create our own snowstorm, and our backgrounds will be blanketed by four inches of artificial snow," Robson said.

"Fortunately, for motion picture makers, there's a tremendous similarity between man- and earth-made structures in the East and in California. Near Los Angeles there are some wonderful Eastern-type estates, and we plan to use the Beverly Hills area to film a substantial part of O'Hara's Pennsylvania."

About 15 per cent of the footage which will be used in the final print of "From the Terrace" will have been shot in the East, Robson estimated. He plans to use only one-third to one-half of the material in O'Hara's novel for the present production, and has already begun plans to film a sequel.

To begin production not before mid-1961, the sequel would be adapted for the screen by Ernest Lehman, who also wrote the screenplay for "From the Terrace."

Early next week Robson will move his cast and cameras to Phoenixville, Pa., to film scenes against a steel and coal mining backgrounds similar to those O'Hara described in his book. The company then will return to California where the bulk of "From the Terrace" will be produced. The film, scheduled to be completed by next March, probably will be released next June.

Conditions Abroad Are Promising, Rackmil Say

Special to THE DAILY

PARIS, Dec. 15. — Summarizing his observations of the generally booming economic conditions prevailing in most European countries today—and of the film market's potential, in particular—Milton R. Rackmil, president of Universal Pictures, voiced to delegates at the company's sales meeting in Paris and to the local press his confidence in the "great possibilities" for the American film industry in the foreseeable future.

Rackmil emphasized that Universal was in a particularly advantageous position to benefit by such conditions, due to its line-up of important box-office attractions. He also stressed that never before had he felt so much confidence in the vitality of the motion-picture industry and in the continued success and profitable operations of Universal throughout the world.

Upon the conclusion of the meeting in Paris—the third in the series of European sales conferences conducted by Rackmil and vice-president and general manager Americo Aboaf—Rackmil left for Hollywood. Aboaf remained in Europe to transact further business.

Lydon Joins Compo As Minimum Wage Aide

Frank C. Lydon, who for years has been executive secretary of Allied Theatres, has been engaged by Compo to act as a consultant in the industry's campaign against extension of the Federal wage-hour laws to provide minimum wages for theatre employees.

Lydon has served on two minimum wage boards and initiated litigation in Massachusetts against a wage order that resulted in savings of hundreds of thousands of dollars for Bay State theatre owners.

Greenberger Renamed Cleveland Group Head

Special to THE DAILY

CLEVELAND, Dec. 15.—Henry Greenberger of Community Circuit was reelected president of the Cleveland Motion Picture Exhibitors Association for the sixth consecutive term at its annual meeting today in the association headquarters.

Other reelected officers are vice-president Joseph Rembrandt of the Center Mayfield Theatre; treasurer Leonard Mishkind of General Theatre Circuit; secretary, Louis Weitz and 15 board members.

Army Theatre

(*Continued from page* 1)

eral, for the Secretary of the Ar and Colonel S. J. West, Comptro of the Air Force, for the Chief Staff of the U.S. Air Force. Qu also said a special one-sheet has b prepared setting forth admiss regulations, to be posted in all n tary theatres.

Quick has been working w Pickus and George G. Keraso chairman of TOA's board of direct on new picture releasing patterns the military theatres, which will come effective Jan. 3.

The directive declares:

"The patronage eligibility regu tions applicable to Army and Force Theatres are directly rela to the motion picture releasing rangements through which, for most part, current motion pictu are made available to military th tres. During recent months, sev instances of laxity in the control theatre attendance eligibility regu tions were brought to the attention the Department of the Army and Force through congressional sour These complaints have been emb rassing and prejudicial to the ma tenance of favorable motion pict releasing arrangements.

No Abuse to Be Tolerated

"Military theatres serve the n tary community and are to be ope ed on a basis that will not place th in competition with civilan en prise. Strict enforcement of the tronage eligibility regulations forth in paragraph 17, AR 28- APR 34-32, 12 June 1959, will ass that end. Commanders are enjoi to establish positive controls to m certain that only authorized pers gain admission to military theat in this connection, any abuse of gu privileges is not to be tolerated."

aircraft: COMET 4
(pure jet)
flight: MONARC
(de Luxe and First Class onl
frequency: NIGHTLY
(leaves New York at 9 p.m.
destination: LONDON
BOA
reservations through your Travel Agen
BRITISH OVERSEAS AIRWAYS CORPORA
Flights from New York, Boston, Chic Detroit, San Francisco, Montreal. Offices in Atlanta, Dallas, Los Angeles, Miami, P adelphia, Pittsburgh, Washington, Vancou Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. H wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpuhco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

t Dates for Special now Queen' Showings

pecial invitational Christmas wing of "Snow Queen" for ex-tors and press representatives and r families have now been set by versal-International for 16 ex-nge cities. This is part of the com-y's advance campaign on its ter release. The pattern of the enings will follow that which was l in New York over the Thanks-ng weekend attended by more n 2,500 exhibitors, press repre-atives and their children which ured a Santa Claus to give Christ-stockings to the children.

More Than a Dozen Slated

he special invitational showings already set for Dec. 19 at the den Gate Theatre in San Fran-o; at the Metropolitan Theatre in shington; at the Memorial Theatre Boston; at the Palace Theatre in las; at the Hippodrome in Cleve-l; at the Joy Theatre in New Or-s; at the Criterion Theatre in ahoma City; at the Albee Theatre Cincinnati; at the Plaza Theatre in sas City; at the Orpheum Thea-in Minneapolis; at the Stanley atre in Philadelphia and the St. is Theatre in St. Louis.

he showing at the Paramount in Moines will be on Dec. 21; at the uire in Chicago, and the Wiltern os Angeles on the 26th, and at Michigan in Detroit on Jan. 2.

en-Hur' Bows Tonight Empire in London

From THE DAILY Bureau

ONDON, Dec. 15. — M-G-M's n-Hur" will have a big interna-al premiere at the Empire Thea-here tomorrow night. The demand premiere tickets has been great, 30,000 tickets, a new all-time , have been sold for future re-ed seats performances. The press already seen the film at two ked screenings.

Royalty to Attend

lembers of royalty and top names British society, government, the and industry will join director liam Wyler, stars Charlton Hes-Haya Harareet, Jack Hawkins, ay Currie, and Hugh Griffith, at opening. Christopher Fry, who ributed to the screenplay, will be at the theatre along with a o's who" audience.

ise $51,000 at Health nner for Youngstein

total of $51,000 was raised at the te to Health for Peace Dinner oring Max E. Youngstein, United sts vice-president, at the Hotel more here Monday night.

lore than 850 entertainment in-ry leaders, national and civic of-ls, celebrities of the screen and e and members of the medical fession attended the event, spon-d by the Children's Asthma Re-ch Institute and Hospital at ver.



Max A. Cohen (left) with the bronze plaque presented to him yesterday by Harry Brandt, president of ITOA.

Frawley Confirms

(*Continued from page* 1)

about 350,000 of Technicolor's 2,016,-570 shares outstanding, said he will wage a proxy fight, if necessary. He told a Dow, Jones representative here that his nominees for the Technicolor board would include some Eversharp management members.

Dr. Herbert T. Kalmus, original president of Technicolor, recently announced his retirement, effective Jan. 18. He said John Clark, Jr., executive vice-president, would replace him.

Frawley said it has not yet been decided whether he will ask for a special meeting of shareholders to name new directors or whether he will wait until Technicolor's annual meeting next May. He said his plans include getting Technicolor into the raw stock manufacturing field. "We feel we could make another Kodak out of the company," he was quoted as saying.

Frawley's Eversharp company controls Parker Pen, Eversharp Pen and Schick products.

Meetings Have Been Frequent

Dr. Kalmus is believed to be still the largest individual stockholder in Technicolor. He is known to have had numerous meetings with Frawley recently, presumably concerning sale of part or all of his shares. It is reported, too, that David Baird, New York investment specialist, holds 200,000 shares of Technicolor. Several years ago Baird made extensive investments in Warner Bros. in conjunction with Serge Semenenko of the First National Bank of Boston.

Presumably in response to the developments, Technicolor stock has been the most heavily traded issue on the American Exchange on several recent occasions and advanced about three points in the past 10 days.

When first questioned about reports of a bid for control of Technicolor by Eversharp some 10 days ago, spokesmen for both companies termed the reports unfounded.

Lazarus Hospitalized; Omits Salt Lake Trip

From THE DAILY Bureau

HOLLYWOOD, Dec. 15. — Paul Lazarus, Jr., Columbia Pictures home office vice-president, was operated on for an acute appendectomy this morning at Cedars of Lebanon Hospital. Surgery was performed by Dr. Stanley Immerman.

Lazarus had arrived at the studio from home office headquarters yesterday. He was holding meetings with studio executives here and had planned to fly today to Salt Lake City to attend the take-over ceremonies there for stations KTVT (television) and KDYL (radio).

As originally planned, Jerome Hyams, vice-president and general manager of Screen Gems, and John C. Flinn, Columbia studio director of publicity and advertising, will fly to Salt Lake City. They will be accompanied by Bert Schneider, assistant to Hyams.

A late afternoon report from the hospital stated Lazarus' condition as "fine."

AromaRama Gross Is $27,500 in 5 Days

In the first five days of its engagement at the De Mille Theatre here, "Behind the Great Wall," the first scent picture using the AromaRama process, grossed $27,500. Of the 17 showings, three on weekdays and four on Saturday and Sunday, the SRO sign was up for the 9:30 P.M. Saturday performance and the 7:00 P.M. Sunday performance, according to the theatre management.

With tickets on sale at popular prices, the public response and enthusiastic acceptance of the new medium in motion pictures was indicated by the number of families attending the shows, it was stated, particularly at the matinees when childrens' tickets sales were high.

Honor Cohen

(*Continued from page* 1)

50th anniversary in the motion picture business, in the North Ballroom of the Hotel Astor here.

Harry Brandt, president of ITOA, called the "special meeting" to order and paid glowing tribute to Cohen and his contributions to the industry.

Sol Pernick, head of Local No. 1, IATSE, paid homage to the guest of honor as a "great humanitarian" and presented him, in behalf of Local Numbers 1, 54 and 306, with a gold cigarette lighter. A presentation of an inscribed wrist watch was made on behalf of Cohen's friends by Ned E. Depinet.

Brandt then announced that when he returned to his office Cohen, who is president of Cinema Circuit, would find further tribute from his associates and employees in the form of an oil portrait of himself, and a hi-fi-stereo console. Brandt, in behalf of ITOA, presented Cohen with a bronze plaque "in recognition of outstanding achievement and industry leadership."

Cohen, visibly affected by the testimonial, thanked all concerned for making this a day "I shall always remember." He also paid tribute to his wife, Mrs. Ann Cohen, who was present, for her help throughout the 40 years of their marriage.

Astor Preview

(*Continued from page* 1)

time 220,000 pounds of structural steel and 420,000 pounds of reinforced concrete were installed, tomorrow night will be reopened to the public for one of 17 simultaneous world premieres of Stanley Kramer's "On the Beach."

Present at yesterday's informal preview were Robert W. Dowling, president of City Investing Co., who helped to conceive and plan the Astor redevelopment; Buffie Johnson, who created the three wall-size abstract murals, which set the artistic theme and mood of the entire theatre; Lillian and Dorothy Gish; Rodger Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, and several representatives from Kramer's office.

U.A. Sponsored British Contest

Bruce McMillan, a law student, and Janet Adams, also a student, both from Liverpool, England, were special guests of the Astor management. They were brought to the United States for a three-week stay after they won an essay-contest, sponsored by United Artists and the *Empire News*, a British publication, on what they would do if they had "power to achieve lasting peace in the world." The two will also be present at the film's premiere.

Acting as informal hostesses and guides were eight young ladies from the American Academy of Dramatic Arts, invited to the preview by the Astor management. A buffet was served to the guests in the mezzanine.

A special feature on the new Astor Theatre describing and picturing its appearance will appear in MOTION PICTURE DAILY tomorrow.

The fans will pronounce "The Gazebo" the best yet from the delightful star-team of "It Started With A Kiss." Preview audiences pronounce "The Gazebo" a joy! The stage hit is a screen smash! Watch the Los Angeles World Premiere Dec. 18th!

TO MAKE 1960 A HAPPY NEW YEAR!

METRO-GOLDWYN-MAYER PRESENTS

GLENN FORD
DEBBIE REYNOLDS

In AN AVON PRODUCTION

THE GAZEBO



IT'S A LITTLE HOUSE WITH A BIG SECRET . . . for fun, love, or a tiny, wee bit of murder!

CO-STARRING
CARL REINER · WITH JOHN McGIVER and HERMAN, the PIGEON

SCREEN PLAY BY
GEORGE WELLS · DIRECTED BY GEORGE MARSHALL · PRODUCED BY LAWRENCE WEINGARTEN · in CINEMASCOPE


THEY'RE HAVING A LITTLE TROUBLE WITH HER GAZEBO.*
but doesn't EVERYONE?
She never had a gazebo!
He's suspicious of it!
They're mad about gazebos!
He just loves 'em!
His whole future is in this one!

302 Stations Now Subscribe to Code

From THE DAILY Bureau

WASHINGTON, Dec. 15. — A broadcasting industry task force—charged with overseeing stronger self-regulation in radio and television—reported today that 302 television stations now are subscribers to the Television Code of the National Association of Broadcasters, an increase of about 12 per cent since last month. NAB began its subscriber drive with its list standing at 269.

At its first meeting today, the new task force, a special NAB Committee, also called upon all broadcasters to review their operations in the light of the current needs of their respective communities, emphasizing that the public taste is constantly changing.

Mailing 'Guide' to All Stations

The task force approved a special guide to be mailed to all radio and television stations for their use in answering Federal Communications Commisson questions concerning so-called "payola" practices and expressed confidence that the answers will show that an "overwhelming number" of stations are observing "high standards of ethics" in their operations.

The committee also mapped preliminary plans for presenting the industry's case before the Federal Communications Commission. The NAB Television Code presentation will be made Friday with the Association's overall testimony following in January.

Top Echelon in Group

Members of the task force are: F. C. Sowell, vice-president and general manager, WLAC, Nashville, Tenn.; G. Richard Shafto, executive vice-president, WIS-TV, Columbia, S. C.; Merrill Lindsay, executive vice-president, WSOY, Decatur, Ill.; Dwight W. Martin, chairman of the board, WAFB-TV, Baton Rouge, La.; Daniel W. Kops, president, WAVZ, New Haven, Conn., and WTRY, Troy, N.Y.; Clair R. McCollough, president and general manager, Steinman Stations, Lancaster, Pa.; Harold E. Fellows, NAB president who is committee chairman; John F. Meagher, vice-president for radio; Thad H. Brown, Jr., vice-president for television; Vincent T. Wasilewski, manager of government relations; Douglas A. Anello, chief counsel, and Howard H. Bell, assistant to the president for joint affairs.

Screen Gems Publicity Post to Jim Hardiman

From THE DAILY Bureau

HOLLYWOOD, Dec. 15. — William Dozier, vice-president in charge of West Coast activities for Screen Gems, announced today that Jim Hardiman would succeed Jerry Hoffman as Screen Gems West Coast publicity director. Hoffman, who tendered his resignation two months ago to give the company time to find a replacement, will announce his new affiliation some time after the first of the year.

Dozier pointed out that in line with the integration policy recently established between Screen Gems and the parent company, Columbia Pictures, Hardiman will work under the supervision of John C. Flinn, studio publicity and advertising director.

Prior to coming to Los Angeles, Hardiman was publicity and advertising director for the Odeon circuit in Canada for 10 years. In 1956 he resigned to become assistant advertising and publicity director for National Theatres, headquartering in Los Angeles. In 1958, he joined CBS Television where he held the post of national manager of exploitation. He then joined Walt Disney Productions in 1959 as television and radio promotion director.

Hardiman, who is resigning his latter affiliation, will report to Screen Gems on Jan. 4.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

AND IT has come to pass. Aye, verily, forsoothe and POSITIVELY. Virginia, it appears, has finally hit the big time. Virginia WHO? you ask. Just Virginia. Yesterday, Virginia (to us at least) was the name of one of our great states; it likewise is the given name of many beautiful damsels and ladies of the theatre. But a new Virginia has made an auspicious debut in the broadcast firmament. Yesterday seated at our desk figuring out the scratch sheet—er-strike that—figuring the rating figures of network programs, stars and other data so dear to the hearts of sponsors and ad agencies, Ken, our popular young mail clerk handed us a batch of letters which we proceeded to open (sometimes one runs across a good item). First epistle was from Milt Robertson, WORacle, advising us that good old Ed Fitzgerald, was recuperating from an illness and would soon rejoin his wonderful Pegeen on their daily WOR series which is good news. But it was in the telling that prompted this paragraph. The notice was headed with, quote: "Yes, Virginia, There are TWO Fitzgeralds." Then it proceeded with the info that Long John Nebel, kiddingly had announced that there had "never been an Ed Fitzgerald but that Pegeen had used two different voices" etc. etc. The letter closed with this quote; Yes, Virginia, there are TWO Fitzgeralds. (Ed & Pegeen). Now here is the oddity. The very next letter was from ABC-TV and under the heading "Christmas 1959 on ABC-TV," the first paragraph started off with and again we quote:—"Yes, Virginia, there IS a Santa Claus." Later the letter continued with "It is only fitting, Virginia, that we be reminded of the real significance of Christmas etc. etc." Throughout the next five pages of the letter, which detailed various "Christmas Shows" for Dec. 19, 20, 23, 24 and CHRISTMAS DAY (Friday) special pains were taken to address Virginia by name, just to make CERTAIN that the young lady was made aware of the special Christmas fare that was prepared. The letter, after mentioning the Christmas Day offering by "Walt Disney Presents" concludes with, quote:—By this time, Virginia, you know for sure there IS a Santa Claus . . . Merry Christmas Virginia." (A perfect cue, albeit a wee bit early for us to echo "And the same to you, you and you.")

☆ ☆ ☆

Westinghouse Broadcasting and Trans-Lux TV Corp. tossing a party and special screening of "Felix The Cat," Tues. Dec. 29, at the Trans-Lux Theatre on Broadway for the benefit of Care, Inc. The teleseries, "Felix The Cat," the world's oldest animated cartoon (41 years) will debut nationally next month. . . . At the Eden Roc Club in Gotham, tunesmith-producer Julie (Gypsy) Styne was decrying the paucity of good popular ditties. Jim Lowe, seated within earshot, chirped, "In other words it in THIN pan Alley." . . . Since Richard Hayes has succeeded Alan Freed on WNEW-TV, the increased ratings prove that H(ayes) have it. (Okay open the door Richard—to good music.) . . . Wolper Productions "The Race for Space" which copped the "Best Documentary Feature" Award at the 1959 San Francisco Film Festival, will be trade shown tomorrow at the Lobby Theatre on W. 43rd St. Pix will be telefilmed as 3 TV Specials. . . . Lovely Actress Chele Graham, just signed to a Paramount Pix Contract, leaves for the coast soon for appearances in 3 "77 Sunset Strip" ABC-TVehicles. . . . The Merv Griffin's have named him Anthony . . . sotto voce to Ralph Edwards: Walt Disney will present a "take-off" on your brainchild in Feb. when he ABChannels "This Is Your Life-Donald Duck." . . . Hugh (Wyatt Earp) O'Brien planes into N'Yawk next week to let Andy Griffith take a short vacation from his chores in "Destry Rides Again." . . . To promote the reading of good books by children, Grosset & Dunlap are sponsoring Don McNeill's morning ABChicago-riginated radio series.

NBC, U-I Clas Over Hayes Stor

Fresh fuel was added yesterday the controversy already being wag between Universal - International a NBC-TV over the Ira Hayes sto with the revelation that William Bra ford Huie, author of Hayes' life sto "The Hero Of Iwo Jima," has start legal action to force NBC-TV to aba don its proposed project.

On Nov. 9 U-I announced it h bought the screen rights to Hui story of the Pima Indian who becar famous as one of the Marines in t historic picture of te flag raising at Iv Jima and had assigned it to Sy Bartle to produce as one of the studio's maj 1960 projects. One week later NB TV revealed that it was planning air the Hayes story on its "Sund Showcase" next March 27.

Huie, who also has secured "por rayal rights" from members of Haye family, claims that it will be impo sible for NBC to do the Hayes sto without infringing on his rights.

Story in Public Domain

"Granting that the story of I Hayes himself is in public domain, don't think his life can be portraye without showing his mother and fath or his brothers," Huie declares. "... they are portrayed, my rights will hav been infinged upon and I will sue n only NBC, but also the sponsor of th show and every station which airs th program.

"I already have instructed my atto neys to serve notice on NBC and th sponsor that if they go ahead wit their plans for a show based on Haye life, I will seek a federal injunctio to stop the broadcast and failing tha will sue for damages for any infringe ment on my ights."

Huie also has enlisted the aid c Simpson Cox, attorney for the Pim Indian tribe, to stop the project.

'Windjammer' Big in Cincinnati, Frisco

Special to THE DAILY

BEVERLY HILLS, Calif., Dec. 15 —National Theatre and Television Cinemiracle feature "Windjammer grossed more than $33,000 in its sec ond week at the San Francisco Or pheum Theatre and over $20,000 i its ninth week at the Capitol Theatr in Cincinnati, Leonard S. Gruenberg vice-president of NTA International Inc., distributors of the feature, an nounced here today.

In San Francisco's Orpheum Thea tre, the Louis de Rochemont feature is running ahead of all previous at tractions there, he said. He also re vealed that "Windjammer" grossed in excess of $8,000 in its 18th week at the Strand Theatre in Milwaukee.

Four new road show engagements for "Windjammer" in four theatres have been set for Christmas Day open ings. Theatres include McVickar's in Chicago; the Bellevue in Upper Mont clair, N. J.; the Crosstown in Mem phis, and the Park in Tampa.

TOA and SPG

(*Continued from page* 1)

vised by Walter M. Mirisch, presint of the Guild, that SPG had lected a committee to meet with hibition, consisting of Julian Blaein, first vice-president as chairman, d Arthur Freed, Jerry Wald, Frank senberg and Jerry Bresler. Mirisch dicated he will serve ex-officio.

Appointment of the two committes is an outgrowth of an address by austein at TOAs 12th annual conntion in Chicago, when Blaustein ged exhibition to establish closer ison with the SPG, declaring he lieved a direct channel would be lpful in solving many mutual probms.

S. H. Fabian Chairman

TOAs committee consists of S. H. abian, president of Stanley Warner orp., as chairman; Sidney M. Markv, vice-president of American roadcasting - Paramount Theatres; . Spencer Leve, president of Fox est Coast Theatres and vice-presient of National Theatres Amusement orp.; George G. Kerasotes, president Kerasotes Theatres and immediate ast president of TOA; and Pickus rving ex-officio.

Pickus said Mirisch, in advising m of SPGs selection, urged that the itial meeting be held in the near ture. As quickly as he can circulare his committee, Pickus said, he ill suggest a date to Mirisch, for meeting either in Hollywood or ew York.

Pickus Optimistic

Pickus said he is looking forward the meeting as a means of discusg all problems facing producers and hibitors.

He said he was particularly pleased hat Blaustein would head the comittee, hailing the coming meeting s another step in the cementing of mproved unity and harmony within he industry.

Mullin Retires

(*Continued from page* 1)

t a dinner held tonight at Jimmy's nd tendered in honor of Mullin by his ssociates at New England Theatres.

Mullin is one of the pioneers in he theatre field, starting his career ith the old Paramount Publix Corp. nd serving in various capacities in nany areas of the country. For the ast 27 years, Mullin has headed New ngland Theatres, first in association ith Sam Pinanski until 1950, and hereafter as the sole head of that peration. He is extremely well-known hroughout the New England area, eing prominent and continuously ac-ive in many charitable endeavors as well.

Will Be Consultant

Mullin will continue his association ith New England Theatres in a conultant capacity.

Sternburg, who succeeds Mullin, has een associated with that organization or 30 years and has served as Mullin's assistant for the last nine years. Chester Stoddard, who has also been associated with New England Theatres for many years, and who has been one of the divisional managers, was appointed vice-president of New England Theatres, Inc. and Sternburg's assistant.

REVIEW:

Suddenly, Last Summer

Spiegel-Columbia

USING SUBJECT MATTER never before dwelt upon in a medium of mass entertainment, specifically prohibited by the Production Code and, in fact, not frequently treated so explicitly in a medium of mass entertainment, this Sam Spiegel production of the Tennessee Williams stage play is an extraordinary exercise in the cinematic art. Even though written with power, grace and sensitivity it raises grave questions as to what is proper matter for ordinary theatrical distribution.

The subject is perversion especially the darker reaches of sexual psychopathy. It is constructed in the mode of the classic Greek drama, in fact using much of the imagery of that form. That it remains on that plane while employing the graphic and literal camera to tell its story is a tribute to the cinematic genius of Joseph L. Mankiewicz who directed the delicately poised cast with deft intelligence. The screenplay, by Gore Vidal and Tennessee Williams from the stage play by Williams preserves the brooding atmosphere of evil and corruption of the play but changes the stage technique to give full play to the dimensions of the screen medium.

ELIZABETH TAYLOR, Montgomery Clift and Katharine Hepburn enact the principal roles, each with their special mannerisms subordinated to Mankiewicz' purpose.

The story is one of mounting horror, gradually revealing the malevolent effect on the people around him of a wholly decadent and corrupt young man who died mysteriously in a Mediterranean resort "suddenly, last summer." The tale is told through the eyes of Miss Hepburn, his mother, who tries desperately and evilly to protect his reputation; of his cousin, Miss Taylor who went abroad with him after a shattering sexual experience with a married man and is now confined in an insane asylum as a result of her association with her cousin and the circumstances of his death; and of Clift, a psychiatrist and neuro-surgeon whom Miss Hepburn in the guise of the benevolent aunt is pressuring to perform a lobotomy on Miss Taylor to prevent her from babbling obscenities about her cousin's death.

Clift through gentle care succeeds in bringing Miss Taylor back to reality and in a shattering final sequence draws from her the malignant details of the young man's death. By his choice, she reveals, she had succeeded his mother, Miss Hepburn, as a decoy to attract young men and boys for him to corrupt, and in his final days, his appetites having grown insatiable, he was attacked and horribly killed by a voracious band of the boys he had corrupted. The revelation finally unhinges Miss Hepburn's mind but purges Miss Taylor and brings her back to sanity.

THE CENTRAL CHARACTER, in keeping with the atmosphere of horror and evil, is never shown on the screen except in profile and shadowy presence in the split screen sequences during which Miss Taylor relates the facts. The Freudian dream-like quality and texture of these scenes is in contrast to the atmosphere of stark realism which Mankiewicz uses to build the atmosphere of horror in the early scenes.

Mercedes McCambridge and Albert Dekker are effective, although subdued, as Miss Taylor's avaricious mother and as the superintendent of the mental hospital which Miss Hepburn will endow if Clift performs the operation she demands.

It is a powerful production, crafted by artists expert in the skills of drama and with the tools of the motion picture screen, probing the depths of decadence with objectivity but without compassion, a mark of Williams' previous pre-occupation with sexual abnormalities. But the world of Tennessee Williams is not the world of millions of moviegoers and this has been made without even the compromises to popular appeal which brought his previous works to the screen. The esoteric nature of the subject obviously limits both its appeal and its acceptance for general theatrical exhibition.

Running time, 114 minutes. Adult classification. January release.

JAMES D. IVERS

N. E. Allied

(*Continued from page* 1)

board chairman of Allied at an early date."

The New England Allied board was the first to meet following last week's turbulent meeting of the national Allied board in Miami Beach. At that meeting a definite cleavage in the directors' ranks was brought to a head over differences on whether Allied should continue to pursue a militant course as opposed to a cooperative industry policy.

Myrick Little Known

The militant bloc, led by Trueman Rembusch of Indiana Allied, appeared to have won out by defeating Edward Lider, president of I.E.N.E., who was in line for national Allied presidency, and who was backed by the moderate block. Al Myrick, of Iowa, virtually unknown and unmentioned for the presidency in advance of the meeting, was elected by a 9 to 7 vote, with two Allied units, both regarded as moderates, absent.

In consequence of the development, Irving Dollinger resigned as an Allied representative in the American Congress of Exhibitors and Compo. So far as is known, Myrick has made no appointment to fill the vacancy yet. His action is being awaited with interest inasmuch as it is expected to signify whether he leans to the militant or cooperative group.

Action Predicted

It had been rumored following the Miami Beach meeting that such strong, conservative Allied units as Western Pennsylvania, New Jersey, Michigan, New England and Illinois might take definitive action as soon as their boards could be convened. The I.E.N.E. is believed to be the first of the group to meet.

The New England Allied statement was issued by Norman Glassman, chairman of the board of I.E.N.E. It follows in full:

"The board of directors of I.E.N.E. sat today, Dec. 15, 1959, in full session to review: 1. The hostility of A. F. Myers during the past year towards the major portion of Allied's program, and

2. The recent political maneuverings, which are causing disunity within Allied's ranks tending to disrupt the achievement of goals sought by the rank and file of its loyal and active membership.

Declines to Act

In view of trade paper reports that A. F. Myers may tender his resignation as general counsel and board chairman of Allied at an early date, the board of I.E.N.E., in the interest of a modern and moderate Allied which has embarked on a program, important parts of which are support to ACE and Compo, for the benefit of all exhibitors large and small and for the benefit of all segments of the industry, the board declined to take any immediate action which might be detrimental to Allied's progressive program."

Flash!

"LI'L ABNER"...SMASH!

OPENING 5-DAY GROSSES, ROXY THEATRE, NEW YORK, MAKE PARAMOUNT'S "LI'L ABNER" THE HOLIDAY BLOCKBUSTER!

BOXOFFICE —
Biggest Roxy first-5-days in years!

AUDIENCE —
Terrific response! Frequent applause interruptions!

CRITICS —
Unanimous raves from N.Y. reviewers
and the national magazines!

LI'L ABNER'S ON FIRE!
GET HOT WITH IT!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 117 — NEW YORK, U.S.A., THURSDAY, DECEMBER 17, 1959 — TEN CENTS

ncern Grows

anadians Hit ensorship y Newspapers

so Score Practice of egular Ad Placement

Special to THE DAILY

ORONTO, Dec. 16.—Exhibitors ughout Canada are becoming in- singly concerned over their rela- ships with newspapers in regard advertising, according to reports ived here.

ne problem is a growing tendency the part of advertising depart- ts to censor copy in film ads. An- r is the manner in which motion ure ads are shifted about in the er from day to day.

xhibitors are particularly incensed the changes in ad copy since in t cases it has already cleared the ncial censorship authorities as as the Advertising Code. Exhibi- say in some cases they aren't even ulted about changes.

s to the shifting of ads all over (*Continued on page* 11)

x Sets 12 for 1st ur Months in '60

welve productions will be re- ed by 20th Century-Fox in the first months of next year, nine of h are in CinemaScope and five in , it was announced by Alex Har- , 20th Century-Fox general sales ager.

mong the films on the schedule are e Story On Page One," Cinema- pe; "Seven Thieves," Cinema- (*Continued on page* 3).

GM Will Film Abroad Struck Here: Vogel

From THE DAILY Bureau

OLLYWOOD, Dec. 16.—Should urrent impasse in the negotiations ween the Screen Actors Guild and producers result in a strike which es the studios here, MGM will (*Continued on page* 11)

EVISION TODAY — P. 11

Nova Scotia Exhibitors Warned on 'Adult' Films

Special to THE DAILY

TORONTO, Dec. 16. — Exhibitors in Nova Scotia have been put on notice by J. Henry R. MacLeod, chief film censor, that they are responsible on a "voluntary" basis for seeing that pictures classified for adults only are not attended by children under 16.

In a letter to exhibitors on the subject, McLeod said a "legal ban" might result if this audience restriction was not carried out on a "voluntary" basis.

'Beach' Opens Tonight At Remodeled Astor

The New York premiere of Stanley Kramer's "On the Beach" at the newly-refurbished Astor Theatre this evening will be covered by 135 press, radio and television and newsreel representatives of 21 nations in addition to extensive national and local coverage by five network and local television and radio stations and members of the New York press corps.

The United Artists release will open in 17 other principal cities of the world on all seven continents on the same evening, including Moscow (*Continued on page* 11)

A special feature on the new Astor Theatre appears in this issue starting on page 8.

Blow to 'Militant' Clique

Allied Reappoints Marcus to Compo

Myrick in Move to Pacify 'Moderates,' Avert Resignations, Save ACE, COMPO

Al Myrick, newly elected Allied States president, moved to placate Allied units which for the past 10 days have been threatening to resign or suspend payment of dues to the national organization, by reappointing Ben Marcus of Wisconsin Allied as the national organization's representative on the Compo triumvirate.



Ben Marcus

Announcement of the appointment was made by Myrick through the office of Abram F. Myers, Allied chairman and general counsel, in Washington yesterday.

At the same time, it was reported but could not be confirmed that Myrick had reappointed Irving Dollinger (*Continued on page* 6)

W. Pa. Allied to Follow Conciliatory Line

Special to THE DAILY

PITTSBURGH, Dec. 16. — Presumably ready to meet Allied States' new president Al Myrick on equal terms in conciliatory measures, Harry Hendel, president of Western Pennsylvania Allied M.P.T.O., said today that he (*Continued on page* 6)

MPA Product Campaign Backed by Exhibitors

The special promotion campaign of the MPAA advertising and publicity directors' committee is now in high gear with important activity on both coasts promoting "1960—The Big (*Continued on page* 2)

U's McIntyre Retiring; Casey Succeeds Him

The retirement on January 2nd, 1960, of Herc C. McIntyre, managing director of Universal Pictures Pty. Ltd., U-I's Australian subsidiary, from the post which he has occupied for 40 years, was announced here yesterday by Americo Aboaf, Universal - International vice-president and foreign general manager. The move terminates an association which began with the (*Continued on page* 2)

'Movie Month' Officially Launched at Detroit Meet

Special to THE DAILY

DETROIT, Dec. 16. — "Movie Month," a local promotional drive to increase theatre business, which will take place in January, was officially launched here today by metropolitan exhibitors at a luncheon at the Varie- (*Continued on page* 3)

Eversharp's Frawley Is on Republic Pictures Board But Observers See No Link with Technicolor Deal

Patrick J. Frawley, Jr., president of Eversharp, Inc., who let it be known this week that he will seek to gain control of Technicolor, by proxy contest, if necessary, is a member of the board of Republic Pictures, having been invited to serve by Victor Carter, board chairman and president, when the latter acquired control of Republic from Herbert J. Yates last summer.

Trade and financial district observers, however, said they saw no significance in the situation, nor in the Frawley-Carter association. Most thought it unlikely that it signified an eventual tie-up between Technicolor and Republic, should Frawley get control of the former.

Frawley, in a Dow, Jones interview this week, said his intention is to get nine of 12 board members in Technicolor. His present holdings are estimated at about 350,000 of the 2,016,000 shares outstanding. However, he and associates are reported to be buying heavily and Frawley is known to have had numerous meetings with Dr. Herbert T. Kalmus, which may have been concerned with the possibility of buying the Kalmus holdings in Technicolor.

Kalmus announced his resignation as Technicolor president recently, effective Jan. 16. He is scheduled to be succeeded by executive vice-president John Clark, Jr.

PERSONAL MENTION

M. J. FRANKOVICH, chairman of Columbia Pictures, Ltd., and vice-president of the parent company, has returned to London from New York.

•

IRVING LUDWIG, president of Buena Vista, and JESSE CHINICH, Western division manager, left Los Angeles yesterday for Dallas.

•

MO ROTHMAN, United Artists foreign executive, and AL KATZ, foreign division manager, have returned to New York from Paris.

•

HERBERT B. LEONARD, television producer, returned to the Coast yesterday from New York.

•

E. P. CLAY, Georgia exhibitor, has entered the Veterans Hospital, Atlanta.

•

LEONARD ANDERSON, president of Leonard Anderson Productions, will return to New York today from the West Indies.

•

MORGAN HUDGINS, of the M-G-M studio publicity staff, has returned to Culver City from Boston.

•

JAMES HILL, producer, and JOHN HUSTON, director, of Hecht-Hill-Lancaster's forthcoming "The Unforgiven," left here yesterday for London.

•

IRVING RUBINE, vice-president of Highroad Productions, is in Washington today from New York.

Duo for Yule Week Here

UPA's "1001 Arabian Nights" and Sam Katzman's "The Flying Fontaines" have been booked into 69 situations in the metropolitan area here during Christmas Week, it was disclosed this week by Rube Jackter, Columbia Pictures vice-president and general sales manager, who stated that the booking includes 27 theatres of the Loew's circuit.

'Congo' Debuts Friday

LOS ANGELES, Dec. 16. — The world premiere of "Masters of the Congo Jungle," a 20th Century-Fox release, will be held here Friday at the Fine Arts Theatre in order to qualify it for the Academy Awards. Filmed under the auspices of King Leopold III of Belgium, the film is scheduled as an April release.

'U' Officials

(*Continued from page* 1)

founding of the company's branch in that country in April, 1920.

At the same time, the appointment of Dan C. Casey—now general sales manager for Australia and another U-I veteran in that country—to succeed McIntyre was announced.

McIntyre's retirement was decided on doctors' advice. In comment, he



Herc C. McIntyre Dan C. Casey

said in Sydney: "It is a great emotional wrench to sever ties with a company that has been my life . . . and with friends and colleagues with whom I have shared so closely in the battles and successes marking the history of screen entertainment — the grandest business in the world!"

McIntyre will devote his future activity to rural interests on his ranch, "Willowroo" in New South Wales.

Casey, who succeeds him, joined Universal the same year as did McIntyre. He rose rapidly within the organization, becoming general sales manager in 1932. Tom Cadwallader, with U-I since 1923 and presently southern division manager, advances to the post of sales manager.

Benny to Be the 'M.C.' At Dinner Citing Warner

From THE DAILY Bureau

HOLLYWOOD, Dec. 16. — Jack Benny will be master of ceremonies at the Screen Producers Guild eighth annual Milestone Awards Dinner to be held at the Beverly Hilton Hotel Jan. 24, it is announced by Frank H. Rosenberg, dinner committee chairman.

Jack L. Warner will receive the Milestone Award for his outstanding contribution to the world of motion pictures.

For the second year, the best produced theatrical film and best produced telefilm series also will be given honors by the SPG.

In addition the Jesse L. Lasky Award for the best intercollegiate film of the past year will be made at the dinner.

UA Circuit Meet Jan. 6

The annual meeting of the board of directors of the United Artists Theatre Circuit will be held here on Jan. 6. Election of officers is scheduled.

Johnston to Address Communication Seminar

Eric Johnston, president of the Motion Picture Association of America, on Jan. 21 will address the evening session here of the American Jewish Committee's all-day conference on "Mass Communication and Intergroup Relations," the AJC announced yesterday.

The conference will make the dedication of the Institute of Human Relations here which was created by the AJC as a center for research and study, a meeting place for students, scholars, opinion moulders and civic leaders, for "all those who are concerned with man's understanding of his fellow men."

Johnston will discuss "Role of the Mass Media: Problems and Opportunities." Joining him for the evening conference will be C. D. Jackson, vice-president of Time, Inc.; Edward W. Barrett, dean of the Graduate School of Journalism, Columbia University; Donald H. McGannon, president of Westinghouse Broadcasting Co., and Paul F. Lazarsfeld.

Skouras Theatres Sued By Trust Attorney

A suit filed by Nick C. Spanos, attorney, against Skouras Theatre Corp. and four of its subsidiaries was revealed here yesterday when a counter claim was filed by the theatre circuit.

In his suit Spanos claims he was hired by Skouras Theatres as a specialist in anti-trust in 1952 to aid the circuit in its efforts to recover damages in an anti-trust suit against RKO Theatres and the major distributors, filed in 1953. Spanos states that the suit was settled in 1958, netting Skouras Theatres stock in Metropolitan Playhouse, Inc., amounting to $621,000 and $100,000 in other considerations. Spanos asks for $126,000 in his suit as his share of the monies collected, and $875,000 for services rendered the company from 1952 to 1958.

In the counter-suit Skouras Theatres denies the claims and seeks to recover the $83,000 it states it paid Spanos for services he failed to supply.

Sirk Leaves for Paris

HOLLYWOOD, Dec. 16. — Producer-director Douglas Sirk has left here for Paris to resume preparations for production of "Streets of Montmartre," Lana Turner-Louis Jourdan starrer for Allied Artists.

'Cash' Premiere Dec. 31

The world premiere of Warner Brothers' "Cash McCall" will take place on Dec. 31 at the Stanley Theatre in Philadelphia. The film stars James Garner and Natalie Wood.

MPA's Driv

(*Continued from page* 1)

Year of Motion Pictures," the com tee said yesterday.

Following meetings here, Si S ler, chairman of the committee, nounced that Sol Schwartz, presi of Metropolitan Motion Picture T tres Association, Inc., and H Brandt, president of the Indepen Theatre Owners Association, have pledged the complete suppo their respective organizations to publicity campaign. Both these portant theatre groups will coope in planting special material with New York City and suburban p as well as their local TV and r contacts.

Same Plan on Coast

Similar local planting on the W Coast with all mass media is b handled by the Studio Publicity rectors' Committee working in c eration with Duke Wales of the sociation of Motion Picture Produ office.

Supplementing the work on b coasts will be the efforts of coope ing exhibitors through the Co national publicity network and 1, exhibitors being supplied with spe material from the TOA office. In dition some 900 newspaper mo picture editors will receive spe material this week to be backed with a selection of stills from product for 1960 and a special le from the MPAA public relations partment requesting their support cooperation.

Ferguson Reports on Mailing

Bob Ferguson, chairman of MPAA radio and TV coordina group of the advertising and publi directors' committee, reports tha mailing of a series of spot annou ments to 5,000 TV and radio per alities is now being processed will be in the mails within the few days. Members of the radio TV coordinating group have alre contacted all of the major netwo and the local radio and TV stati

Bercutt Named Aide To WB's Kalmenson

From THE DAILY Bureau

HOLLYWOOD, Dec. 16.—Max B cutt has been named assistant to B Kalmenson, Warner Brothers exe tive vice-president.

Bercutt, with the Warner studio the past 10 years, has been campa coordinator of recent releases.

Sternberg Sues Fox

HOLLYWOOD, Dec. 16. — Jo Von Sternberg today filed suit in perior Court for $100,000, charg that 20th Century-Fox's remake "The Blue Angel" is a "travesty" the film he made 30 years ago in G many.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Ho wood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagl Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

earing Jan. 5 on B Suit Settlement

A hearing has been scheduled here Jan. 5 at 10 A.M. on the proposed lement of a stockholders' suit inst executives of Warner Bros. tures, Inc. At the time of the hear- a judgment carrying the settle- nt into effect will be entered, the ms having been approved by a rt-appointed referee.

The stockholders charged present l past directors of Warner Bros. and cers with certain stock transactions being "wasteful" of the corpora- n's assets. These were denied by the fendants, which entered into the tlement "solely in the interest of oiding the great trouble, time and pense of protracted litigation, and h no admission of any liability on ir part."

Five Officials Named

The settlement requires that Jack Warner, Benjamin Kalmenson, Her- n Starr, Wolfe Cohen, and Steve lling enter into an agreement with corporation requiring each, upon exercise of stock options, to pay the company, in addition to the ntractual option price, the sum of for each share of stock purchased him under his stock option. Under ntracts now existing the stock op- ns of these five defendants cover aggregate of 135,000 shares, of ich 60,000 shares are purchasable Jack L. Warner at the contractual tion price of $22 per share. The re- ining 75,000 shares are purchasable the other four at the price of $19 share.

With these agreements executed the rt action is to be dismissed and the fendants to receive releases.

lovie Month'

(*Continued from page* 1)

Club attended by 67 theatremen. "This is the only group in the world ere competition and cooperation exist to stimulate business," Irv- Goldberg of Community Theatres d the exhibitors. While previous ves have been held locally, the ing was bad, he poin' d out, and effect of the publicit was dimin- ed by the lack of strong product.

"This time," he added, "both the duct and the campaign are there." e drive will begin on Dec. 30 with proclamation by Mayor Louis C. riani.

Methods Changed, Says Solomon

Bob Solomon, who is directing the mpaign, told the theatremen that thods in selling on the local level ve changed. The focus now is individual product, he said, not an stitutional approach. He said he els public confidence will be re- ored by the quality of upcoming ns.

A number of Hollywood personali- s have recorded radio and TV pots" for the promotion, and there ll be 100 station breaks each week. wspapers will give wide publicity, cluding running a "Movie Month" signia. In addition the Kroger Super Market chain will distribute well over a half million tickets with the purchase of $1 or more, entitling the adult bearer to a 25c reduction on Mondays through Thursday. The tickets list all theatres involved in the drive.

REVIEW:

Masters of the Congo Jungle

20th-Fox—CinemaScope

HOLLYWOOD, Dec. 16

IN THE WORLD of today where civilization has progressed to where men can travel faster than the speed of sound, it would seem difficult to accept the fact there are places on this "small world" of ours where a primitive link still exists between today and prehistoric times. Here is an unusual, magnificently photographed documentary of life in the Congo jungle, enhanced immeasureably by CinemaScope and color by DeLuxe. Its story by Sam Hill, given dramatic impact through an alternating method of narration by the expressive voices of Orson Welles and William Warfield, deals mainly with the laws of the jungle, the rulers among the animals and birds and the endless fight for survival.

The film offers natural opportunities for a good box office payoff through cooperative interests waiting to be contacted in schools, clubs and churches. King Leopold III, former monarch of Belgium, under whose auspices the International Scientific Foundation made the film, states in a main title foreword, "there is communion between the man of the forest and his natural surroundings which inspires in us a sense of respect, a recognition of spiritual heritage." This statement is duly justified in the footage that follows.

The narration written by Joe Wilis and the musical score by Richard Cornu punctuate the suspenseful, thrilling action and beauty captured under the directorial efforts of Heinz Sielman and Henry Brandt.

From the opening scenes of a volcanic crater harboring its unpredictable "brew," a border area of the jungle where natives engage in rituals, and bare-bosomed native girls perform meaningful, interpretive dances, through such memorable scenes as the mating and nesting season of various birds; preparation for the elephant hunt; flying squirrels; and rare species of animals in search of prey, among others, we find a rich, rewarding experience in motion pictures.

The film was produced by Henry Storck.

Running time, 98 minutes. General classification. Release in December.

SAMUEL D. BERNS

Bagpipers to Herald 'Bridal Path' Preview

Scottish, English and American members of diplomatic, social and theatre worlds, and of the press, will be present tomorrow night at the Normandie Theatre here for an invitational preview of Launder and Gilliat's "The Bridal Path," Kingsley-Union Films, distributor of the motion picture produced in Scotland, announced yesterday.

Representatives of the Scottish Clans in New York, New Jersey, Connecticut, Westchester and Long Island, will attend the preview in full dress kilt attire playing on their bagpipes. "The Bridal Path" will start its regular engagement Saturday.

Religious Novel Bought

"The Virgin and the Priestess," new religious novel, by the poetess Edna Walter-Malcoskey, has been optioned by Leo Trachtenberg, independent producer, who will make the film, probably in the fall. The book, published by Dial Press, is set in the early Christian era.

Fox Slates 12

(*Continued from page* 1)

Scope; "Wild River," CinemaScope-DeLuxe Color; "Sink The Bismarck," CinemaScope; "Wake Me When It's Over," CinemaScope-DeLuxe Color; "Masters Of The Congo Jungle," CinemaScope-DeLuxe Color; "A Dog Of Flanders," CinemaScope-DeLuxe Color; "The Third Voice," CinemaScope; "The Rookie"; "When Comedy Was King," "Three Murderesses," Eastman color; and "13 Fighting Men."

'Suddenly' Marquee

Three full-color displays of Elizabeth Taylor in a white bathing suit will decorate the marquee of the Criterion Theatre here beginning Monday, to herald the premiere engagement of Sam Spiegel's "Suddenly, Last Summer." A 25-feet long by 8-feet high display, made of Flexiglass, will appear on the front of the Criterion marquee, and two 19-feet long by 8-feet high displays will be seen on either side.

'Porgy' at 6-Mo. Mark

"Porgy and Bess" today will celebrate its half-year mark at the Warner Theatre here. Elsewhere, in road-show engagements, the Samuel Goldwyn production will be running in 32 cities by Christmas time.

PEOPLE

Ben Berger, Minneapolis, owner of the Berger Amusement circuit; a restaurant business, and former president of the Minneapolis Lakers, professional basketball team, has become sole owner of Denver's defunct franchise in the International Hockey League and has moved the team to Minneapolis where it has been renamed the Minneapolis Millers, thus bringing back professional hockey to Minneapolis for the first time since 1950. **Lowell Kaplan,** long time assistant in Berger's exhibition activities, has been named general manager of the hockey team.

□

Sidney Bloom, for the past three years assistant secretary in the notes receivable division of Walter E. Heller & Co., commercial financiers and factors, has been elected vice-president of the organization. At the same time, **Robert E. Curry** was elected assistant vice-president in the rediscount division, while **Lawrence Foerster** was appointed assistant secretary in addition to his present office of assistant treasurer. All three appointments are in the Chicago office.

□

Jack Kirsch, president of Allied Theatres of Illinois, has been named chairman of the amusements division for the finance campaign of the Chicago Council, Boy Scouts of America.

□

Tillie Chalk, cashier at the Paramount branch in Denver, who is retiring after 39 years with the company, was guest of honor at a Sunday brunch tendered her in the Park Lane Hotel there by the Denver chapter of Women of the Motion Picture Industry.

□

Terry O'Neill, most recently vice-president and general sales manager of Associated British Picture Corp., has joined the sales staff of Governor Television Attractions, Inc. He will cover the East Coast.

□

George Fraser, industry public relations consultant, has completed his six-month assignment on "Solomon and Sheba" and has left United Artists.

□

B. B. Kreisler, president of International Film Associates Corp., is the author of a special article, "TV Development in Spain," in the current issue of *Radio and TV Weekly*. The article is based on a survey made by Kreisler at the request of the Spanish government.

□

Leonard Cooper, director of industrial relations at Du-Art Film Laboratories and Tri-Art Color Corp., has resigned, effective Jan. 1, to enter private law practice as partner in the firm of Gold, Lazar and Cooper, of Jamaica, L. I.

throughout the yea

throughout th

outstandin



ELIZABETH TAYLOR

WILL PLAY THE TITLE ROLE IN

"CLEOPATRA"

ELIZABETH TAYLOR as "CLEOPATRA"
A WALTER WANGER PRODUCTION
Directed by ROUBEN MAMOULIAN
Screenplay by NIGEL BALCHIN



PAUL NEWMAN
JOANNE WOODWARD

WILL STAR IN

"FROM THE TERRACE"

PAUL NEWMAN and
JOANNE WOODWARD in
John O'Hara's "FROM THE TERRACE"
Directed and Produced by
MARK ROBSON
Screenplay by ERNEST LEHMAN



INGRID BERGMAN

WILL STAR IN

"O MISTRES MINE"

INGRID BERGMAN in
"O MISTRESS MINE"
From the Broadway stage hit by
TERENCE RATTIGAN



The 20th success story is th

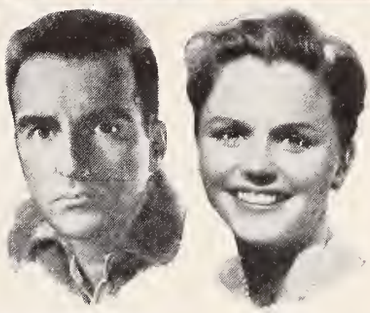
...orld...

ttractions from 20th!



MARILYN
MONROE
WILL STAR IN
"LET'S MAKE LOVE"

MARILYN MONROE
in
"LET'S MAKE LOVE"
A JERRY WALD PRODUCTION
Directed by GEORGE CUKOR
Written by NORMAN KRASNA



MONTGOMERY CLIFT · LEE REMICK
WILL STAR IN
"WILD RIVER"

MONTGOMERY CLIFT and
LEE REMICK in
"WILD RIVER"
co-starring JO VAN FLEET
Produced and Directed by
ELIA KAZAN
Screenplay by PAUL OSBORN



BING CROSBY
WILL STAR IN
"HIGH TIME"

BING CROSBY in "HIGH TIME"
co-starring FABIAN and CAROL LYNLEY
with BARRY COE and BARRIE CHASE
A CHARLES BRACKETT PRODUCTION
Directed by BLAKE EDWARDS
Written by GARSON KANIN







ORSON WELLES · JULIETTE GRECO · BRADFORD DILLMAN
WILL STAR IN
"CRACK IN THE MIRROR"

ORSON WELLES JULIETTE GRECO and BRADFORD DILLMAN in "CRACK IN THE MIRROR"
A DARRYL F. ZANUCK PRODUCTION · Directed by RICHARD FLEISCHER · Screenplay by MICHEL BERN

ttest story in the industry today!

TENT TALK

Variety Club News

MEMPHIS — Howard Nicholson, Paramount branch manager in Memphis, has been elected chief barker of Tent No. 20. Richard Lightman of Malco Theatres was named first assistant, Fordyce Kaiser of Allied Artists second assistant, Dan Corsey of 20th Century-Fox property master, and Joe Keifer of Malco dough guy.

▽

ALBANY, N. Y.—Variety Club will hold a bingo and card party on Friday evening. Additionally, it has scheduled its annual Heart Fund "kickoff" dinner for Jan. 9 at the Sheraton-Ten Eyck Hotel.

▽

JACKSONVILLE—Tent No. 44 has elected Horace Denning as chief barker. Named as assistants are Harvey Garland and Johnny Tomlinson. Thomas P. Tidwell is property master, Tom Sawyer dough guy.

▽

TORONTO — Jack Fitzgibbons, Jr., has been elected chief barker of Tent No. 28. He succeeds Dan Krendel, who did not stand for a second term. Phil Stone has stepped up from second assistant chief barker to first assistant, and his former position has been filled by George Altman. George Heiber is dough guy and Frank Strean property master.

Allied Reappoints Ben Marcus to Compo

(*Continued from page* 1)

of New Jersey Allied as the national organization's alternate on the American Congress of Exhibitors executive committee. Dollinger declined comment on the report yesterday, saying he preferred to have all announcements come from Myrick.

Although the Allied president automatically is its representative on the ACE executive committee, the alternate assumes special significance because the president is not on the scene of the meetings, which are held in New York, and Dollinger is.

Dollinger had resigned after Myrick was elected president of Allied at a national board meeting in Miami Beach last week, at which Allied militants and moderates splits not only on the election but on Allied's continued participation in ACE and Compo, and on other basic issues of national policy.

Term Had Expired

Marcus' term as Allied representative on the Compo triumvirate had expired.

Myrick's reappointment of Marcus and his reported leaning toward Dollinger are interpreted in Allied circles as clean-cut victories for the moderate group. It was emphasized that Allied's continuation in ACE and Compo were issues that overshadowed even the politics that dumped Edward Lider of New England Allied, who had been in line for the presidency, in favor of the complete "dark horse," Myrick.

Now, with Myrick's appointment indicating he wants no change in those areas, it appears obvious that the militant Allied bloc, led by Myers, Trueman Rembusch of Indiana Allied and the late Rube Shor of Cincinnati, won an empty victory in their overthrow of Lider.

It is also conceded in Allied circles that Myrick's initial action has saved Allied from the threatened resignation of several of its units which were backing Lider for the presidency, and thereby may have averted a break-up of the national organization.

Association Official Comments

This is how one high-placed Allied official sized up the internal political situation:

"First," he said, "it must be understood that Allied's northern units are the most powerful, financially and numerically. These are New England, New Jersey, Western Pennsylvania, Ohio, Michigan and Wisconsin.

"All of these units have a policy of intra-industry cooperation and are active supporters of ACE and Compo. In general, there is no opposition to Al Myrick being president of National Allied. The quarrel lies in the fact that the units powerful in National Allied were the victims of a fantastic conspiracy, which was master-minded by Abram F. Myers. The objective of this conspiracy was the destruction of both ACE and Compo through the appointment of men, aggressively hostile, as the National Allied representatives in these organizations.

Says Dollinger Is Favored

"At the moment, the 'moderates' in Allied are using their strength to frustrate the object of the conspiracy by insisting that Irving Dollinger be reappointed to ACE and that Ben Marcus be re-appointed to Compo.

(Ed. note: The Allied official's statement was made prior to the announcement of Marcus's reappointment.)

"If this can be accomplished, it will prove that the Moderates are in control of National Allied, and the election upset in Miami Beach will have no lasting significance.

"If Myers, however, attempts to push the conspiracy toward its objective, you will see an early attempt to force Myers to resign as general counsel and chairman of the board of National Allied."

Myers Criticized

Myers, likewise, was the object of a barb tossed by the board of directors of Independent Exhibitors of New England at a meeting in Boston on Tuesday. The I.E.N.E. board's statement said the meeting had reviewed "The hostility of A. F. Myers during the past year towards the major portion of Allied's program," but would take no immediate action which "might be detrimental to Allied's progressive program" in view of "trade paper reports that A. F. Myers may tender his resignation as general counsel and board chairman of Allied at an early date."

Asked for comment in Washington yesterday on the I.E.N.E. board statement, Myers said he had nothing to say.

Myers' office, in making the announcement of the reappointment of Marcus to Compo, quoted Myrick as saying that "Marcus' service in Compo makes serious demands on his time and attention, in view of his widespread business interests and activities. However, he has been induced to make the sacrifice because of the need of his talents and ability, especially in connection with Compo's business-building activities."

The announcement also mentioned Myrick's "satisfaction in having persuaded Marcus to continue his fine work as Allied's representative on the Compo triumvirate."

West Pa. Allied

(*Continued from page* 1)

would oppose any separation of his group from National Allied when the former's board of directors meets here early next month.

The Western Pennsylvania Allied unit is ranked with the national organization's "moderates," as opposed to the "militants" which engineered the defeat of Edward Lider of Boston for the Allied presidency at the Miami Beach national meeting last week, and which stands for discontinuance of Allied participation in such intra-industry organizations as American Congress of Exhibitors and Compo.

Morris Finkel, Western Pennsylvania Allied's national representative, had said at Miami that he would ask for an early meeting of the local organization's board, at which he would recommend that it resign from National Allied.

Avoids 'Rash Impulse'

Today, Hendel said he would not act by rash impulse in the clash of personalities which was all "involved in politics" at the Miami Beach board meeting. He added he would give "very careful consideration" before acting on a proposal to resign from the national organization.

Hendel said he deplored the "quibbling and fighting" saying that Allied's main concern should be for the "common good of the independent exhibitor."

Set 'Petticoat' Dates

"Operation Petticoat," the Granart Production has been booked to open in more than 250 key situations for the Christmas-New Year's holidays and an additional 50 special New Year's Eve dates, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures Company. The picture will be a holiday attraction in virtually every important key city of the United States for the Christmas holidays, Martin noted. A second wave of openings is set for the mid-January period.

THE BIG ONES...
are advertised in LIFE
Universal Pictures'
OPERATION PETTICOAT
in LIFE's December 21st Issue
LIFE THE BIG ONE IN MOVIE SELLING


What's the best way to
SKIN A CALICO CAT?
OR—re-phrasing the question—what is the best way to release a picture in 16mm color? That's the problem!
Actually, there are 9 methods of skinning this particular cat; each has a different cost, each has different technical pros and cons. All assure effective results. Advising the industry in situations such as this is a daily service of the Eastman Technical Service for Motion Picture Film.
Offices located at strategic points. Inquiries are invited.
Motion Picture Film Department, EASTMAN KODAK COMPANY, Rochester 4, N.Y.
East Coast Division
342 Madison Avenue
New York 17, N.Y.
Midwest Division
130 East Randolph Drive
Chicago 1, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

BROADWAY'S NEW ASTOR

Famous New York Playhouse, Completely Modernized, Will Resume Its Long Career Tonigh





Above is the Astor's new mezzanine lounge, where art exhibits will be held. At right is a view of the lobby.

MODERNIZATION of famous Broadway theatres for the modern motion picture has added another virtually new playhouse in the New Astor which opens tonight with a benefit premiere of United Artists' "On the Beach." The Stanley Kramer production will be presented to an audience of guests and persons who have purchased seats priced at $75 for the benefit of the Academy of Dramatic Arts, which is celebrating its 75th Anniversary.

For the first 24 of its 53 years, the theatre was devoted to the arts of the stage. Since 1925 the Astor has been one of the screen's New York "showcases." But even that phase of its long career is erased by the remodeling with which it now begins another.

From street to screen it is as modern as American abstract art, which not only has inspired the new decor, but is itself spectacularly present in vast murals. They are by Buffie Johnson, New York artist of prominence in the field of abstract painting. The architect of the project was John J. McNamara of New York.

The abstract theme is promptly spelled out in a Johnson mural in the lobby. Measuring 25 feet wide by 10 feet high, it is visible from the street through three sets of all-glass entrance doors, illuminated by special spots which augment reflector lamp in the lobby ceiling. Its dominan color of blue sets the color schem of the entire interior.

The foyer is treated as a lounge and another lounge, 60x30 feet, ha been fashioned on the mezzanine level, at the rear of mezzanine loges Floors are carpeted with a specia weave by the Stark Carpet Corporation of New York. It is dark blue with an even darker shade of blue tracing an abstract pattern. The same fabric covers the walls of these lounge areas, except for one wall of the mezzanine lounge, which is covered with white carpet. Carpeting on the walls will deaden these areas for conversation. It is to be covered with black velvet for exhibitions of abstract art.

Redesigned by McNamara, the auditorium is draped at the screen end from ceiling to floor, and the ceiling, new construction suspended at a height of 40 feet, is painted very dark blue almost to the edges, which lighten out to the shade of blue in the upper murals.

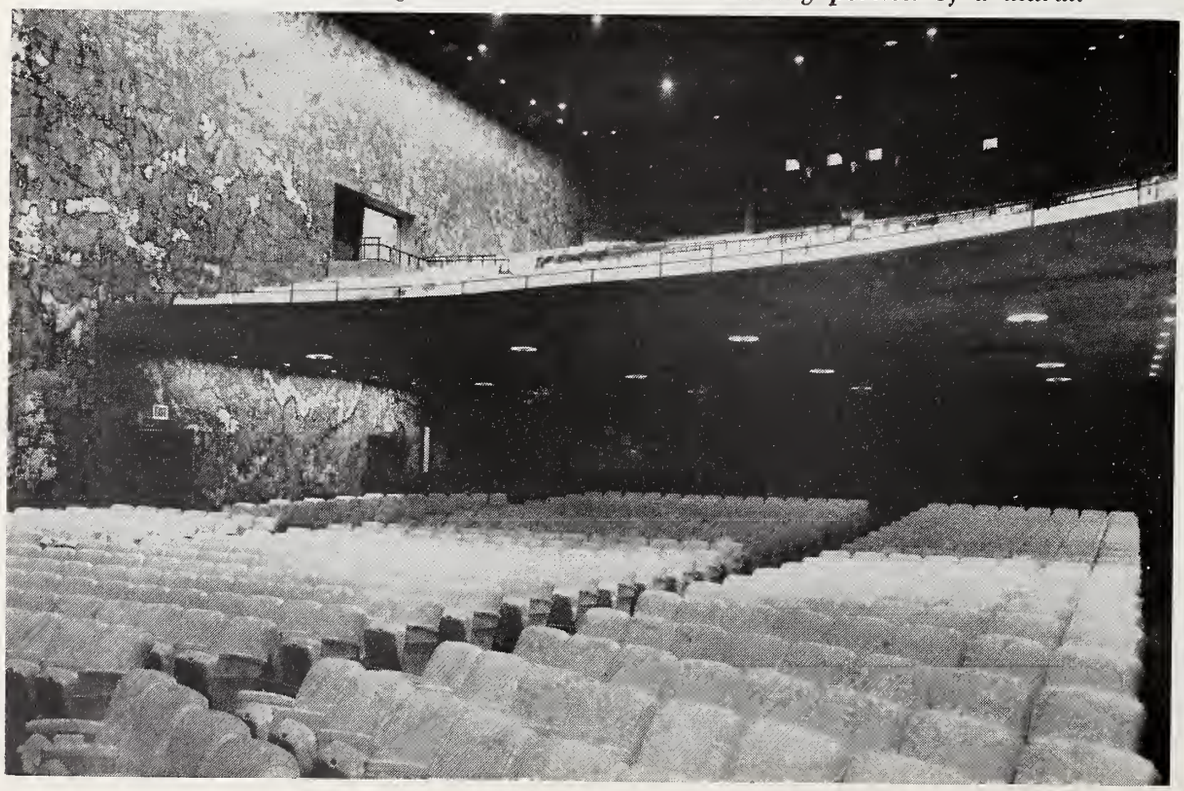
These murals cover the side walls, 110 feet long and reaching a height of 45 feet. In them many shades of blue mingle with cool greens and violet, with accents of crimson, yellow and white, to produce an effect identified by Miss Johnson as "a New York summer night."

Performance area drapery and screen traveler curtain, all created and installed by the Kaj Velned Studios of New York, are dark blue. The screen is set only a few feet behind the curtain, mounted on a frame of adjustable curvature by Nick Mulone & Sons, Cheswick, Pa. The screen is a Hurley matte white lenticular of non-gain type measuring 50x25 feet.

The Astor is equipped for 70mm as

(*Continued on page* 10)

View of the auditorium looking toward mezzanine and showing portion of a mural.



Best Wishes to the NEW ASTOR *Theatre!*

HOWARD GRIMM, INC.

NEW YORK 11, N. Y.

General Contractors and Builders for

THE NEW ASTOR

Congratulations
to the management
of the New Astor

from

CITY-WIDE ELECTRIC COMPANY

CONCRETE ASSOCIATES, INC.

Salute

THE NEW
ASTOR
THEATRE

JOHN MELLON, INC.

LATHING

We are proud to have had a role in the refurbishing of the beautiful New Astor.

Kaj Velden Studios, Inc.

creators of the
curtains and drapes
of Broadway's New Astor

Wishing the NEW ASTOR
many more triumphs
of entertainment!

●

NORTHEASTERN FABRICATORS, INC.
STEEL CONSTRUCTION

STARK CARPET CORPORATION

is proud to be represented
in the modern decor
of the NEW ASTOR



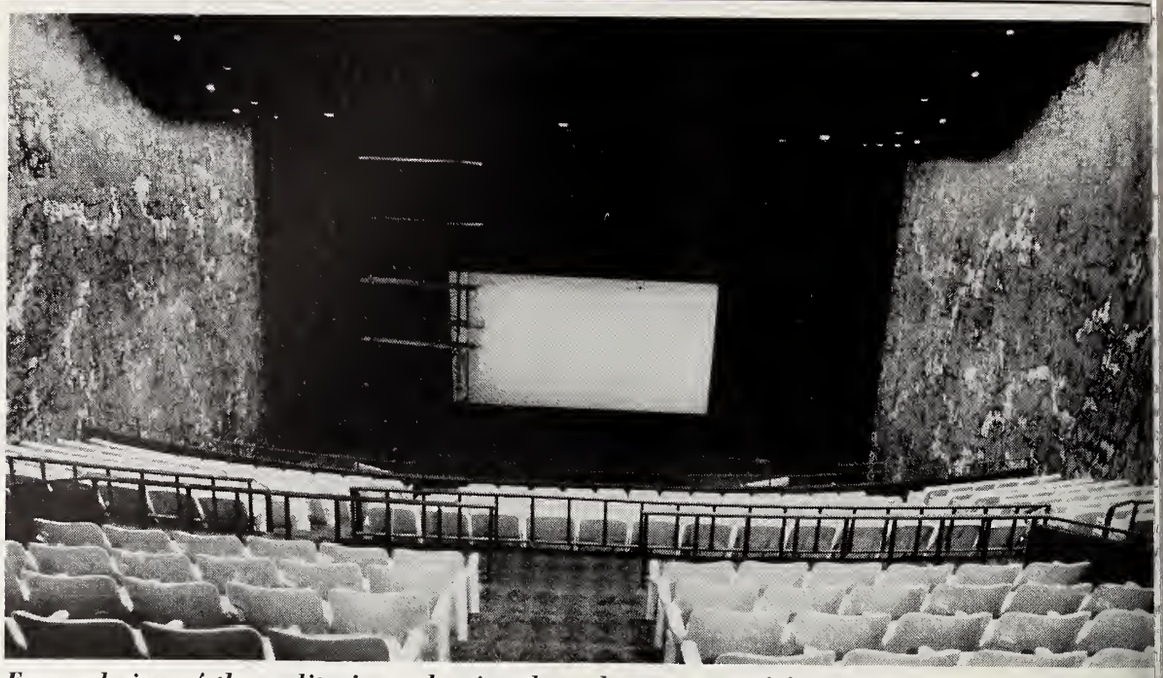
At press preview of the remodeled Astor — W. J. Heineman, vice-president in charge of domestic distribution of United Artists, operators of the theatre; and Robert W. Dowling, president of City Investing Company, the owners.

•

(*Continued from page* 8)

well as 35mm projection with Century Model JJ 70/35mm projectors and Ashcraft Super Cinex lamps. The theatre has been rewired for multiple-channel sound, with 36 surround speakers in the ceiling. Equipment was supplied and installed by the Capitol Motion Picture Supply Corp. under the direction of Ben Perse.

The main floor now seats 598, and the mezzanine, which is divided into two sections, seats 478, for a total of 1076, about 50 less than the former Astor capacity. The new seating was installed in a new plan of more liberal row spacing. The screen curtain is 22 feet farther back than the former proscenium, while the mezzanine has been brought forward 20 feet. Chairs, by the American Seating Company, are entirely white, including standards, with upholstering in white Naugahyde (U.S. Rubber Company) simulated leather. Cushions are foam rubber.

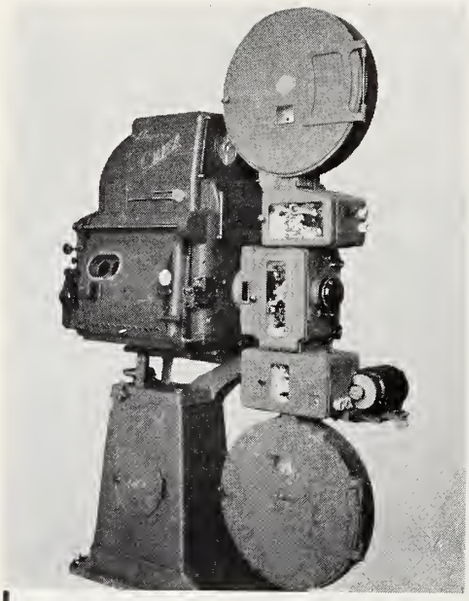


Forward view of the auditorium, showing draped treatment of former proscenium (photographed while adjustments were still being made).

The auditorium is illuminated by downlights plus Century Lighting Company "wall wash" fixtures equipped with filters, installed to illuminate the murals.

The Astor is owned by the City Investing Corporation, of which Robert W. Dowling is present, and is operated under lease by the United Artists Corporation, which also operates the adjoining Victoria Theatre.

General contractors for the remodeling of the Astor were Howard Grimm, Inc. Steel construction was by Northeastern Fabricators, Inc.; lathing by John Mellon, Inc.; concrete work by Concrete Associates, Inc.—GEORGE SCHUTZ.



The ASTOR is the sixth Broadway theatre to install

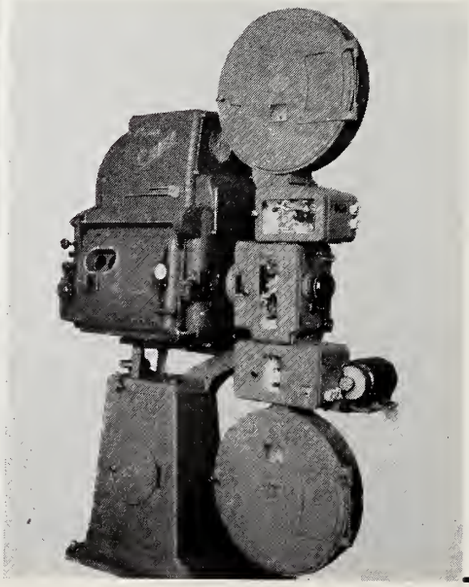
35/70 ASHCRAFT Super Cinex

Recognized as the Foremost Projection Lamp Throughout the World

C. S. ASHCRAFT MANUFACTURING COMPANY, INC.
36-32 Thirty-Eighth Street Long Island City 1, N. Y.

CENTURY

Model JJ 35/70mm Projectors *installed at the* NEW ASTOR theatre *in New York's Times Square*



Century Model JJ projectors are being installed in leading theatres throughout the free world!

•

CENTURY PROJECTOR CORP.
729 Seventh Ave.
New York 19, N. Y.

National Pre-Selling

MARPESSA DAWN, who stars as Eurydice in "Black Orpheus," is cover girl on the Dec. 19 issue of he Saturday Review. Hollis Alpert the same issue has devoted a 2-ge spread to a review of this new pert film, comparing it with other ently released pictures made in ance.

The French government has se-ted "Black Orpheus" as their candi-te for an Academy Award. It al-dy has won this year's Cannes Film stival grand prize.

•

Among the glittering goodies in re for movie viewers this Christmas, ourney to the Center of the Earth" nks with the best, in the opinion of Life's" motion picture editor writing the Dec. 21 issue. Pat Boone, James ason, Arlene Dahl are starred in is 20th-Fox film, which is being emiered at New York's Paramount eatre.

"Life" has reproduced the studio notos mystery fantasy in full color, keeping with the film which was oduced in DeLuxe color. Pat Boone seen in a cave deep under the earth nging a tuneful ballad.

•

The Jan. issue of "Argosy" has an ntertaining article supposedly written y Li'l Abner to Al Capp. The artiele as full color photos of the attractive minine characters who appear in aramount's "Li'l Abner."

•

"Operation Petticoat," starring Cary rant and Tony Curtis, which is reaking records at Radio City Music all, received a laudatory review in he December issue of "Seventeen."

•

Robert Ryan, whose latest film is Odds Against Tomorrow," is profiled the January issue of "Coronet."

According to this publication, yan's favorite topic of conversation education. He and his wife are part wners of Oakwood Elementary chool in San Fernando Valley which e helped found eight years ago. It is private non-sectarian school whose urriculum aeeents tolerance. "We elebrate Christmas and Chanukah" ays Ryan.

•

'Twas the month before Christmas nd all through Pat Boone's house, every creature was stirring" is the itle for a Christmas story about Pat Boone, his wife and three little girls n the January issue of "Photoplay."

The article is illustrated by a photo n full color of Pat and his family rimming a Christmas tree.

•

"On the Beach," has been selected or the "Extraordinary Aehievement Award" for December by "Parents'" nagazine.

WALTER HAAS

'Beach' Opens

(*Continued from page* 1)

and Little America. This marks the first time that a motion picture has ever been accorded simultaneous global premieres.

The gala audiences will include entertainment industry leaders, show-business headliners, social and civic dignitaries and members of the diplomatic corps.

The New York premiere, which will re-open the Astor Theatre following a $1,000,000 renovation, is sponsored by the American Academy of Dramatic Arts. Miss Frances Fuller, president of the Academy, and Miss Lillian Gish, honorary chairman of the sponsoring committee for the premiere, will receive the guests at the debut.

Attending the Astor Theatre opening will be Anne Bancroft, Wendy Barrie, Barbara Bel Geddes, Theodore Bikel, Romney Brent, Red Buttons, Daine Gilento, Joan Crawford, Vincent Donahue, Nina Foch, Henry Fonda, Dorothy Gish, Julie Harris, Rex Harrison and Hope Hampton.

Also Howard Keel, Burt Lahr, Sam Levene, Howard Lindsay, Ambassador Phelps Phelps, Tom Poston, Robert Preston, Thelma Ritter, Jason Robards, Jr., and Betty Smith.

Diplomats to Attend

Members of the UN Diplomatic Corps will also attend the New York premiere.

Meanwhile, Gregory Peck, one of the stars of "On the Beach," has arrived in Moscow for the premiere there. Other world capitals joining in the continental bow include Berlin, Caracas, Chicago, Johannesburg, Lima, London, Los Angeles, Melbourne, Moscow, Paris, Rome, Stockholm, Tokyo, Toronto, Washington, Zurich, and Little America.

MGM to Film Abroad

(*Continued from page* 1)

produce its pictures overseas, it was stated here today by Joseph R. Vogel, president of Loew's, Inc., who pointed out that the company has entensive studio space in Britain which could easily be utilized in an emergency.

In the course of his statement, Vogel affirmed the opposition of his company to the sale or lease for television purposes of the MGM post-1948 feature pictures.

Canadian Censors

(*Continued from page* 1)

the paper, exhibitors point out they still have to pay premium rates on their advertising. On the other hand, television lists appear in the same position of the paper each day. These latter are provided free of charge to the stations.

Refurbish Mnpls. House

MINNEAPOLIS, Dec. 16. — The Uptown Theatre, neighborhood house here, is closed for extensive refurbishing and modernization. A gala reopening is planned for Christmas Day.

Television Today

NBC Enterprises Div. Organizes Four Units

The organization of four separate units to operate within the recently organized Enterprises Division of the National Broadcasting Company was announced by Alfred R. Stern, vice-president in charge of the division. The new units are domestic, international and theatrical enterprises, and new enterprises development.

Morris Rittenberg, who has been manager of special program sales for the NBC Television Network, has been appointed director of domestic enterprises. Clifford W. Slaybaugh, manager of Associated Companies, international operations, has been named director, international enterprises, and will also serve as vice-chairman of the board, NBC International, Ltd. They will both report to Stern, who will continue direct supervision of theatrical enterprises and new enterprises development.

Four Fields to Be Covered

Activities of domestic enterprises will be concerned with merchandising, book publishing, educational film sales and new enterprises. NBC's international business will continue under international enterprises, involving program sales, management services and international investments. The Hudson Theatre and all theatrical investments will fall under theatrical enterprises. The New Enterprises Development unit will develop further diversification of the NBC operation.

Complete Pilot for 'Naked City' Series

Shelle Productions, in association with Screen Gems, has just completed a pilot film for the new, hour-long TV series, "The Naked City." Herbert B. Leonard will produce and John Brahm direct the series, starring Horace McMahon, Harry Bellaver, Paul Burke and Nancy Malone. Eli Wallach guest-starred in the pilot, and Leonard will follow a general policy of guest stars when they will enhance the story.

The pilot was filmed at Gold Medal Studios and locations all over New York. ABC-TV has an option on the series, but it is not known at this time whether or not it will be exercised.

Williams Named UA-TV Acting Synd. Sales Head

The appointment of Phil Williams to the post of acting syndication sales manager of United Artists Television was announced by Bruce Eells, executive vice-president. Williams has been Eastern Division sales manager for the syndication branch of UA-TV. Previously he had been vice-president in charge of syndication sales at ABC Films; division sales executive at Ziv Television; and sales executive at Time, Inc.

Wade Crosby Promoted

At the same time, the appointment of Wade Crosby as special sales representative for UA-TV was announced. Crosby moves across to his new position from that of syndication sales manager for UA-TV. In his new capacity, he will handle special assignments relating to syndication for the television subsidiary of United Artists.

Film Interests in Bid for TV Stations

Special to THE DAILY

TORONTO, Dec. 16. — The film industry shares the spotlight in the stakes for the second licensing of TV stations in Canada.

Hearings by the Board of Broadcast Governors begin during January. Cutoff date for applications to be received by the Department of Transport is the end of December for Toronto, while the end of November was the cutoff date for those in Montreal.

First hearings begin in Winnipeg, followed by Vancouver, Montreal, Toronto, then Edmonton, Calgary, Halifax and Ottawa.

Interest is keen in who will gain the licenses.

Would Expand Holdings

Looking over the present picture: Paul Nathanson of Sovereign Films Distributors already owns shares of four Canadian TV stations, while Famous Players owns half of three. Both seek to expand their holdings.

United Amusement Corp., Montreal, a Famous Players subsidiary, is associating itself with Jack Titleman, operator of a radio station, for a license to operate a French-language station.

Another Montreal applicant is Sovereign, which is linked with a local group called Mount Royal Independent Television Ltd. Conjecture is that Gerald Bronfman is one of the Mount Royal group, since he had been associated with Screen Gems of Canada, which has joined with Sovereign Film Distributors.

Report Newspaper Link

Speculation is that Famous Players is linked with a newspaper for its Toronto application, while The Telegram has as one of its associates, Sovereign Film Distributors. Upper Canada Broadcasting is linked with Granada of Britain and J. B. Dunkelman, until recent with Trans-Video Productions Ltd. which has a lease on the Canadian Film Industries plant. Spence Caldwell who owns the Queensway Studios, is another Toronto applicant.

A SMASH WITH THE PRESS WITH THE PUBLIC

...now in its 8th record week at the Sutton Theatre, N. Y.

and moving over for extended first run at the new Murray Hill Theatre, N. Y.

QUOTES THAT GLITTER:

"★★★★ Only once in a blue moon does the screen offer a murder mystery that has any relation to reality. 'Sapphire' has a resounding ring of truth, an absorbing interest that never flags." *—Kate Cameron, Daily News*

"Something new and provocative, absorbing and tense."
—Weiler, New York Times

"A mystery gem of many facets."
—Cook, World Telegram-Sun

" 'Sapphire' is terse, tense and exciting. Earnestly recommended as a thriller." *—Gilbert, Daily Mirror*

"For completely thrilling and satisfying entertainment that keeps you on the edge of your seat, it is hard to beat." *—Redbook*

"Don't miss it." *—New Yorker*

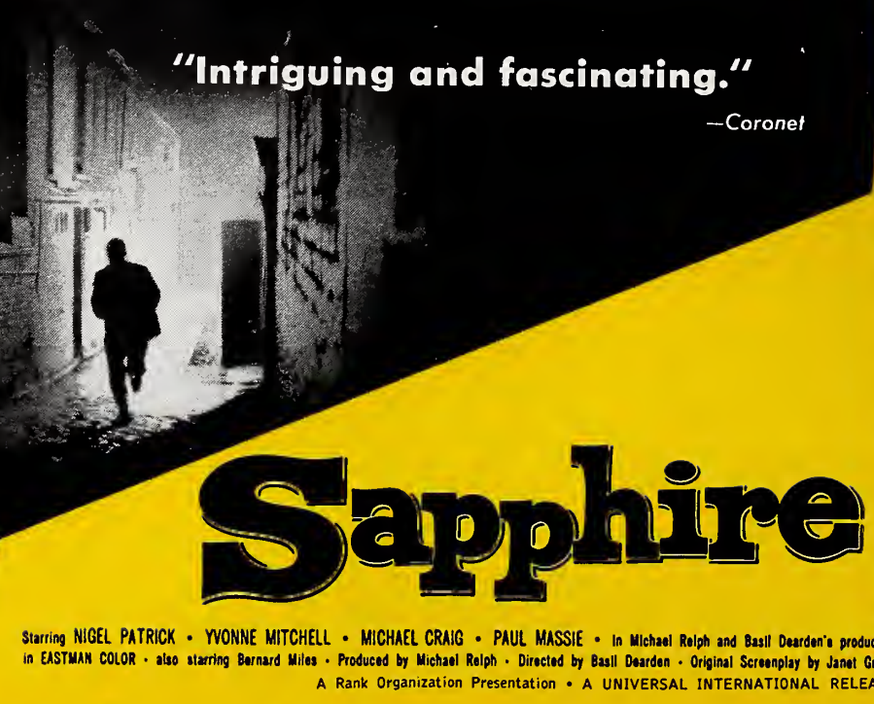
"If you're looking for a picture that holds you in fascinating suspense, this is it. 'Sapphire' is virtually in a class by itself."
—Winsten, New York Post

"A first-rate murder mystery in the clean, detailed British style."
—Beckley, Herald Tribune

"Absorbing, arrestingly off-beat and especially effective.
—Rose Pelswick, Journal American

"Intriguing and fascinating."
—Coronet





Sapphire

Starring NIGEL PATRICK • YVONNE MITCHELL • MICHAEL CRAIG • PAUL MASSIE • In Michael Relph and Basil Dearden's production in EASTMAN COLOR • also starring Bernard Miles • Produced by Michael Relph • Directed by Basil Dearden • Original Screenplay by Janet Green
A Rank Organization Presentation • A UNIVERSAL INTERNATIONAL RELEASE

A GEM OF A PICTURE...BOOK IT NOW FOR LONG RUNS!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 118 NEW YORK, U.S.A., FRIDAY, DECEMBER 18, 1959 TEN CENTS

Hoblitzelle Names

Adams Exec. V-P of Texas C., And Interstate

Willie, Mitchell Advanced Following O'Donnell Death

Special to THE DAILY

DALLAS, Dec. 17. — John O. Adams has been named executive vice-president of both Interstate Circuit and Texas Consolidated Theatres, it was announced here today by Karl Hoblitzelle, who continues as president of the two companies.

Van Alen Hollomon is secretary-treasurer and general counsel for both.

In other changes of executive personnel brought about by the recent death of Robert J. O'Donnell, former vice-president and general manager of both theatre circuits, Raymond Willie, formerly assistant general manager, will be vice-president and general manager of Interstate Circuit. Interstate operates theatre in Dallas,

(*Continued on page* 2)

$1,000,000 Campaign For Soviet Production

A $1,000,000 publicity campaign will follow sale of distribution rights for "The Sword and the Dragon," a Russian-made film employing 106,000 players, Sig Shore, president of Vitalite Film Corp., owner of the film's

(*Continued on page* 2)

Tisch Adds to Holdings In Loew's Theatres

Tisch Hotels, Inc., increased its stoek holdings in Loew's Theatres, Inc., by 31,000 shares in November to bring its total to 416,900 shares, the New York Stock Exchange has reported.

In Glen Alden Corp. (RKO Theatres' parent), Dudley G. Layman, vice-president, has reduced his holdings 17,200 shares, including a gift of 600 shares, leaving him 3,800 shares.

TELEVISION TODAY — P. 11

Trade at Loss to Explain Lack of Conciliation Activity in Ohio, Mich.

A dearth of exhibitor conciliation activity has persisted in the contiguous states of Ohio and Michigan for many months. Organization officials and other trade observers are at a loss to explain it in view of the well-publicized invitations that have been made to distressed theatre owners to bring their problems to the attention of distribution branch managers.

In a current bulletin to members of Independent Theatre Owners of Ohio, Ken Prickett, executive secretary, said the organization has not "heard of any exhibitor in Ohio taking up distributor's offer and willingness

(*Continued on page* 3)

Technicolor Directors In Late Meeting Here

What was described as a regular meeting of the board of directors of Technicolor Corp. convened here in mid-afternoon yesterday and still was in session last night at press time.

A company spokesman said Patrick J. Frawley, Jr., president of Eversharp, who has announced his intention of seeking control of Technicolor, was not in attendance at the meeting. It also was said it was not known whether the board would proceed to elect John Clark, Jr., executive vice-president of Technicolor, to the presidency, replacing Dr. Herbert T. Kalmus, who has announced his intention to retire.

33,000 Attend 'Beach' Premieres Around World

A premiere audience of 33,000 people attended last night's simultaneous global openings of Stanley Kramer's "On The Beach" for United Artists release in 18 major cities on all seven continents. The event was covered by over 900 press, radio, television and newsreel representatives of 52 countries.

The 18 benefit premieres drew an array of royalty, heads of state, Nobel

(*Continued on page* 11)

French Pact Talks Encouraging: Johnston

Talks held by Eric Johnston, president of the Motion Picture Export Association, with officials of the French government on present and future film agreements were "cordial" and "reasonably encouraging," he said here yesterday. Johnston returned from Paris Wednesday night. He was accompanied by Griffith Johnson, MPEA vice-president in charge of

(*Continued on page* 3)

Para. Names Feldman 'Wong' Coordinator

Edward S. Feldman has been appointed international publicity coordinator on "The World of Suzie Wong," a Ray Stark production for Paramount, it was announced yesterday by Martin Davis, national ad-

(*Continued on page* 2)

Fox to Move Production to London in Event of Strike

By SAUL OSTROVE

Twentieth Century-Fox will move its entire production from Hollywood to the Pinewood Studios in London in the event of a strike by West Coast industry personnel, it was learned yesterday.

Spyros P. Skouras, 20th-Fox president, and Buddy Adler, studio production chief, who returned recently from a trip abroad, completed arrangements for rental of the J. Arthur Rank Organization's Pinewood Studios for a period of up to one year, if necessary, it was reported.

Twentieth-Fox is committed to 60 productions in 1960. If the strike should start Jan. 1, 20th-Fox will have completed product ready for release for only 10 weeks to three months. The company's personnel in Hollywood has been working around the clock, editing, scoring and printing, indicat-

(*Continued on page* 11)

Diplomacy

Ask Dollinger To Continue As ACE Delegate

Myrick Move Is Victory for 'Moderates'; Avert Crisis

Irving Dollinger of New Jersey Allied has been asked to continue as National Allied's alternate on the executive committee of the American Congress of Exhibitors by Al Myrick, new president of Allied. It is expected that Dollinger will accept today.



Irving Dollinger

To all intents and purposes, the reappointment of Dollinger and the re-naming of Ben Marcus of Wisconsin Allied earlier

(*Continued on page* 3)

N. J. Allied Defers Move On Nat'l Board Split

Special to THE DAILY

PASSAIC, N. J., Dec. 17. — No decisions on possible action as a result of the maneuvering by Allied States "militant" directors at last week's

(*Continued on page* 3)

TV Block-Booking Suit Changed to March 7

Trial date in the government's television block-booking suit against six film companies was changed from Jan. 4 to March 7 in pre-trial hearings before Judge Archie O. Dawson here yesterday.

The suit, brought in the spring of 1957, charges that the companies violated the anti-trust laws in the sale of television films to TV stations. Defendants are Loew's, Inc., C. and C. Super Corp., Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

PERSONAL MENTION

LEONARD MENDLOWITZ, film commentator for the *Pittsburgh Sun-Telegraph*, is convalescing at his home in McKeesport following hospitalization.

•

SAM MANNERS, associate producer of Shelle Productions, will leave here tonight for California after completing the pilot of "Naked City."

•

HOWARD E. KOHN,II, HOWARD NEWMAN and MERVIN HOUSER, publicists for "Porgy and Bess," have completed key-city tours and have returned to the home offices, KOHN and NEWMAN to New York, and HOUSER to Hollywood.

•

MRS. LESTER DINOFF, wife of the director of press information at WABC-TV, Wednesday gave birth to a girl, LISA IVY, at Doctors Hospital.

•

JOHN DEL VALLE, unit publicist for 20th Century-Fox on "From the Terrace," will return to Hollywood today from New York.

•

MRS. JOHN WOOLEY, mother of GRACE WOOLEY, secretary at Columbia Pictures, Atlanta, has entered a local hospital there for surgery.

•

GENE NASH, booker for Crescent Amusement Co., Nashville, has returned there from Atlanta.

•

SAM SPIEGEL and JOSEPH L. MANKIEWICZ have arrived in New York from Hollywood.

•

WILLIAM CASTLE, producer-director, has arrived in Dallas from Hollywood.

•

MRS. GERI SHARTIN LINDSLEY, daughter of the late WILLIAM SHARTIN, who had been branch manager in Cleveland for United Artists and Republic, has given birth to a daughter in Seattle.

Philips 70mm Projector Set for Three Theatres

Theatres in three key cities are being equipped with the Philips-Norelco all-purpose 70-35mm projectors, it was announced by Martin Sweeny, executive vice-president of Todd-AO Corp.

At the present time, Todd-AO engineers are supervising the installations of this equipment at the Riviera Theatre, Rochester, N. Y., the Esquire Theatre, St. Louis, Mo., and the Penn Theatre in Pittsburgh, Pa.

Soviet Film

(*Continued from page* 1)

distribution rights, told the trade press here yesterday.

Identification of the distributor and release date for the color and wide screen feature will be announced in about two weeks, he said. The film has already opened in France and in several Iron Curtain countries.

Shore, accompanied to the conference by Joe Harris, his financier, and Benn Reyes, his exploitation manager, told the press the film would not be released before next spring. Dubbing was done by American actors at a cost of $60,000, he said.

"The Sword and the Dragon" was made in Southeastern Russia in 1957 under the title of "Ilya Muromets," who is a Soviet folklorical hero. It was produced and directed by Alexander Ptushko. Running time is about 100 minutes.

TV Trailers Emphasized

Shore said he plans to pitch his presell around television trailers in 30 cities and sustained campaigns in newspapers and magazines across the country. Exploitation will begin soon after opening dates are announced.

Vitalite was formed last year with Harris as its chief backer. The company's only property until now was "Tamango," which was distributed through the Hal Roach Distributing Corp. His company, Shore said, functions primarily as a merchandiser of European features for American television.

Industry Nov. Dividends Show Increase Over '58

From THE DAILY Bureau

WASHINGTON, D.C., Dec. 17.—Dividends paid out by industry companies in November amounted to $1,227,000, the Department of Commerce reported today. This compares with $1,087,000 paid in November, 1958.

In the first 11 months of 1959, industry companies paid a total of $20,-964,000, Commerce said, maintaining this year's consistent increase over last year's dividend payments. In last year's 11-month period, $18,070,000 was paid out.

Sol Schwartz to Coast

Sol A. Schwartz, president of RKO Theatres, will leave here Sunday for the West Coast, where he will be host at a cocktail party on Wednesday at the RKO Pantages Theatre, to unveil the "new look" of this famous showplace, home of the Academy Awards presentations for many years.

An extensive modernization program from the sidewalk to the screen has been completed for the West Coast premiere of Universal - International's "Operation Petticoat" on Christmas Day.

'Ben-Hur' in Dallas; Is Seventh Engagement

Special to THE DAILY

DALLAS, Dec. 17.—"Ben-Hur" begins its roadshow engagement at the Tower Theatre here tomorrow night, the seventh city in which the M-G-M production has opened.

The gala premiere will climax three days of press reviews and will be attended by civic, society, educational and religious leaders from throughout the Southwest, as well as entertainment, television and radio personalities and others from the area. There will be full press, radio and television coverage from Dallas and its surrounding areas.

Final Disposition Made Of D. W. Griffith Estate

From THE DAILY Bureau

HOLLYWOOD, Dec. 17.—D. W. Griffiith's estate has finally been closed with court approval of distribution of $17,000 among his heirs—four nieces, two nephews and four grandnieces. The money came from sale this year of Griffith's interest in 36 films and 16 scenarios, including his "The Birth of a Nation."

Griffith died in 1948 at the age of 73.

Fox Slates 3 Films For January Release

Three films, all in CinemaScope, have been scheduled for national release in January by 20th Century-Fox. They are "The Story on Page One" "Seven Thieves" and "The Rookie."

Adams Named

(*Continued from page* 1)

Houston, San Antonio, Fort Worth, Austin, Arginton and Galveston.

W. E. Mitchell, formerly assistant general manager, becomes vice-president and general manager of Texas Consolidated Theatres. Texas Consolidated operates theatres in Abilene, Amarillo, Brownsville, Brownwood, Corsicana, Denison, Denton, Paris, Eastland, El Paso, Harlingen, McAllen, Mercedes, Temple, Tyler, Vernon, Waco, Wichita Falls and Pharr.

Affiliated with AB-PT

Interstate Circuit and Texas Consolidated Theatres, with home offices in Dallas, are affiliated with American Broadcasting-Paramount Theatres with headquarters in New York. Leonard H. Goldenson, ABC-Paramount president, is also a vice-president of the Texas companies.

'Hound Dog' to Open

"Hound Dog Man," Jerry Wald's production for 20th Century-Fox release, will have its New York premiere at the Brooklyn Fox Theatre on Christmas Day.

Name Feldman

(*Continued from page* 1)

vertising, publicity and exploitation manager.

Feldman is resigning his position of publicity executive at 20th Century-Fox to accept the new post. As coordinator, Feldman will supervise the world-wide promotion of "Susie Wong,"



Edward Feldman

Affiliated with 20th-Fox for ten years, Feldman served in a variety of major publicity posts, including newspaper, trade and national magazines contacts. In addition, he served as head of unit publicity on a number of major pictures produced in New York.

Robbins Services Today

Funeral services will be held at 10:30 A.M. here today at Riverside Memorial Chapel for Jack Robbins, 65, president of J. J. Robbins, Inc., music publishers, and a partner in Words and Music, Inc., who died here this week of a coronary thrombosis.

A native of Worcester, Mass., Robbins came to New York at the age of 17 and since that time has published many of the outstanding song hits of the nation. He was associated with both Loew's, Inc., and 20th Century-Fox as an outlet for songs featured in in the films of those companies. He is survived by his widow, Rose; two sons, Marshall and Howard, four sisters and two brothers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • GINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.
Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Hollywood Bowl Area Considered for Museum

From THE DAILY Bureau

HOLLYWOOD, Dec. 17. — Prime consideration is being given property in the Hollywood Bowl area for the site of the Los Angeles County Motion Picture and Television Museum, Sol Lesser, chairman, told committee members and the press at a luncheon today in the Hollywood Brown Derby. Final decision is expected to be made at a meeting with the full board of supervisors and chief administrative officers of Los Angeles County on Dec. 22.

Good-Will Effect Cited

"The museum is planned as a highly educational entertainment center to attract thousands of tourists who pour into Los Angeles, and will create good public relations for the box office," Lesser pointed out.

'Orderly' Theatre Improvement Urged

Exhibitors' pleas for "orderly distribution" of product has suggested a plan for "Orderly theatre improvement planning." This is presented in a statement issued to the trade press by the Century Projector Corporation.

"Without such a plan, confusion and unnecessary expense is inevitable," it declares, and continues:

"Unfortunately a number of manufacturers have lost faith in the motion picture industry because they have failed to visualize an Orderly Motion Picture Theatre Improvement Planning Program."

Urging the adopting of such a program, the company offers its facilities of research and engineering to all theatres to make one effective.

Heads Astor Sales

Harry Goldstone, formerly head of the Famous Pictures Exchange here, has joined Astor Pictures as sales manager, it was disclosed here yesterday by Fred Bellin, president of Astor. Most recently, Goldstone has been with United Artists Associated, covering the television field in the Southern states.

George Sidney to N. Y.

HOLLYWOOD, Dec. 17.—Director George Sidney left here for New York today to attend the invitational press preview tomorrow night of "Who Was that Lady?" at Loew's 72nd Street Theatre. He will meet also with Columbia home office executives on plans for his forthcoming "0303."

Denver Orphans Hosted

DENVER, Dec. 17. — Fox Intermountain Theatres and the Denver Rotary Club joined in playing host to 1,000 orphans at a theatre party held in the Centre Theatre here, which included a showing of 20th Century-Fox's "A Dog of Flanders." The Denver Tramway Corp. provided bus transportation to and from the theatre.

Ask Dollinger to Continue

(*Continued from page* 1)

to be Allied's representative on the Compo Triumvirate, signalizes a complete victory for Allied's "moderates," as against the "militant" element led by Abram F. Myers, chairman and general counsel, and Trueman T. Rembusch of Indiana Allied.

This conclusion is inescapable, inasmuch as the prime targets of the "militant" clique were ACE and Compo with their corollary—a policy of cooperation with other industry branches and organizations in an attempt to resolve basic industry problems and those of the distressed, small exhibitor.

Attempt to Destroy Is Seen

The "militant" group had attempted to achieve its goal of destroying ACE and Compo and restoring Allied to its traditional policy of agitation and aloofness first by jettisoning Edward Lider of the Independent Exhibitors of New England, who had been in line for the presidency of Allied States, at the board of directors meeting in Miami Beach last week. With two affiliated regionals absent and not voting, the "militants" elected Myrick in the now vain hope that he would appoint as Allied representatives men who were hostile to ACE and Compo.

Both Marcus and Dollinger, supporters of the "moderate" group, have been strong champions of and indefatigable workers in Compo and ACE.

The Miami Beach directors' meeting maneuvering on the part of the militants, brought threats of resignations and withholding of dues payments from moderates. Had not Myrick reappointed Marcus and Dollinger it is believed certain that some of the threats would have been carried out, with possibly irremediable injury to National Allied.

For example, a board of directors meeting of I.E.N.E. in Boston this week, let it be known that it had deferred action of the kind solely on the basis of what it termed the outcome of "trade paper reports" of Myers' possible retirement in the near future.

An Allied spokesman for the "moderates" told MOTION PICTURE DAILY this week that they were "insisting upon" the reappointments of Dollinger and Marcus "in order to frustrate the object of the (militants') conspiracy."

Sees 'Moderates' in Control

"If this can be accomplished," he said, "it will prove that the Moderates are in control of National Allied, and the election upset in Miami Beach will have no lasting significance."

This official said that the "moderates" included New England, New Jersey, Western Pennsylvania, Ohio, Michigan and Wisconsin. Also regarded as leaning in their direction are the Illinois, Texas, North Central and, possibly, one or two other units.

The victory of the "moderates" is regarded as eliminating any immediate threat of a break-up of Allied, unless the "militants" elect to erupt in some new direction.

Conciliation

(*Continued from page* 1)

to conciliate on any problem that any exhibitor may have."

Prickett chides Ohio exhibitors on the indicated conclusion that they must be without problems of any kind and enjoying a "Utopia of harmony with all film companies."

"We have outlined the procedure on how to initiate conciliation," he says. "It boils down to a simple question: Do we wish to do something about our so-called problems or not?"

A similar absence of conciliation activity is reported by MOTION PICTURE DAILY's Detroit correspondent following a check-up with branch managers and key exhibitors.

Whatever conciliation there may have been since the procedure was revitalized under the sponsorship of the American Congress of Exhibitors and the Motion Picture Assn. of America, it is reported, has been limited to isolated cases in which the principals, presumably for reasons of their own, are maintaining strict silence.

32 Dates for 'Happy'

United Artists' "Happy Anniversary" will be the Christmas-New Year's holiday attraction in 320 key situations across the nation, it was announced by William J. Heineman, UA vice-president.

N. J. Allied

(*Continued from page* 1)

Miami Beach meeting was reached by the board of directors of Allied Theatre Owners of New Jersey at a meeting called to consider the situation here today.

Sidney Stern, New Jersey Allied president, said the board will meet again next Tuesday to continue its deliberations on the existing disturbed internal situation in National Allied.

The New Jersey unit belongs to the so-called "moderate camp in Allied and, with others in its group, had considered taking drastic action in protest against the political maneuvering of the "militant" group at the Miami Beach meeting.

Less Likelihood of Action

However, since Al Myrick, new Allied's president, asked Irving Dollinger, New Jersey Allied's national Allied representative, to continue as Allied's alternate on the executive committee of the American Congress of Exhibitors, and reappointed Ben Marcus of Wisconsin Allied, another "moderate," as a Compo triumvirate, the chances of New Jersey Allied taking drastic action at this time are regarded as having been substantially lessened.

Today's board meeting preceded New Jersey Allied's annual beefsteak dinner and social evening at the Ritz Restaurant here.

PEOPLE

Irving Schlossberg has been named assistant treasurer of Loew's Theatres in charge of the company's auditing and tabulating department. He succeeds Matt J. Madden, who has retired.

□

Murray Baker, most recently with Independent TV Corp., Chicago, has returned to Cincinnati as a salesman for Paramount in that city.

□

John A. Hawthorne has been named to the new post of manager, industrial distribution, General Precision Laboratory, Inc., Pleasantville, New York. Associated with GPL for the past eight years, he now will assume responsibility for coordinating efforts of distributors and manufacturers' representatives selling GPL products to industrial markets.

□

Roger Wood has moved over to Universal Pictures, Atlanta, from Capital Releasing Corp. as booker, replacing Billie Holloway, who has resigned.

Wolcott Leaving MGM

HOLLYWOOD, Dec. 17. — Charles Wolcott, general music director of the MGM studios, today announced his resignation, effective in mid-January, to take on full-time responsibilities as secretary of the national administrative board of the Baha'Is of the United States.

When he assumes his new position, Wolcott and his family will move to Wilmette, Ill., where the faith has its national headquarters.

WB Buys 'Music Man'

HOLLYWOOD, Dec. 17.—Jack L. Warner has announced that Warner Brothers has aequired the motion picture rights to "The Music Man," Broadway stage production written by Meredith Willson.

The musical is now in its third year at New York's Majestic Theatre and in its 44th week at the Shubert Theatre in Chicago.

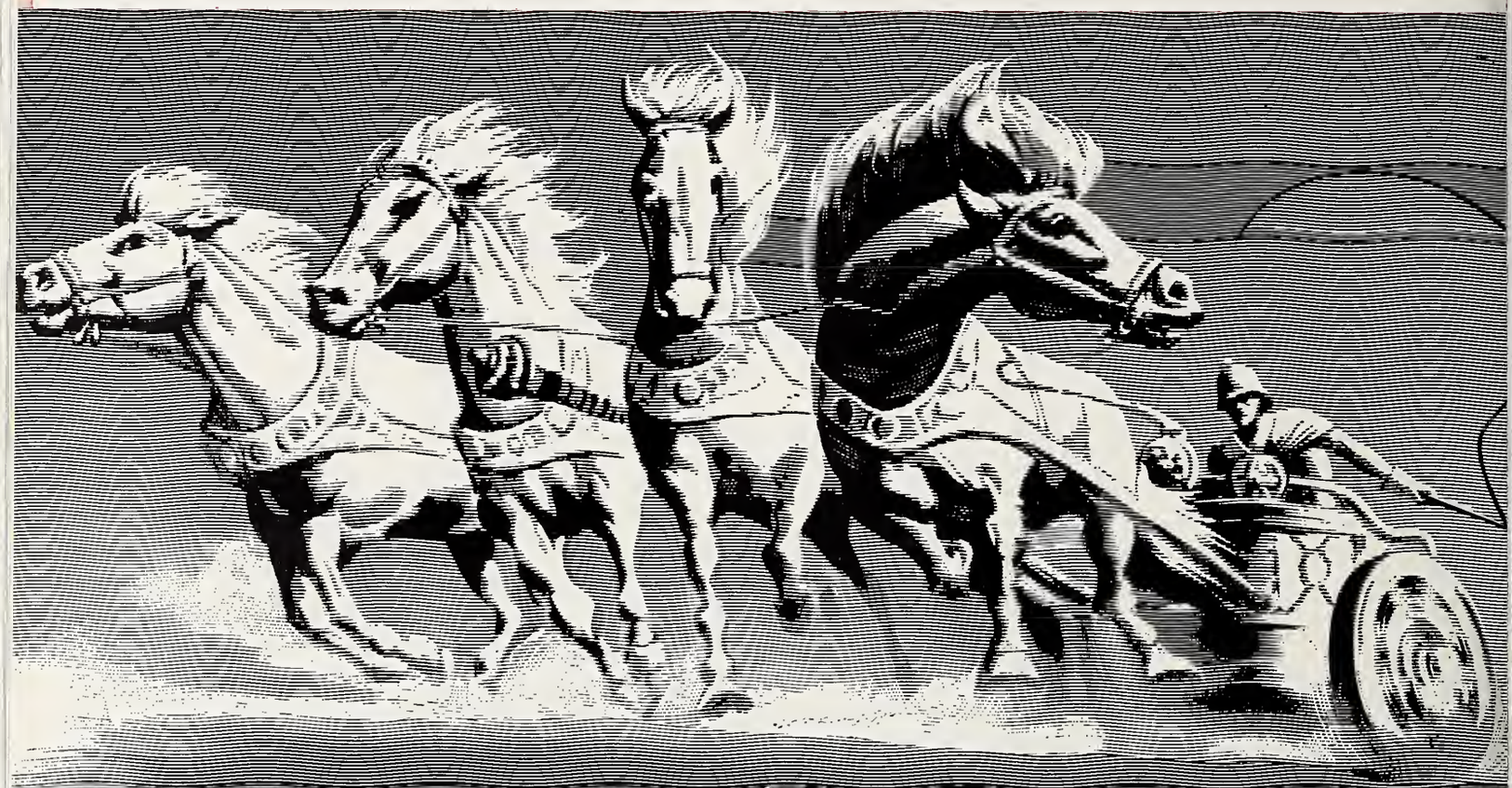
'Times' Ad for 'Summer'

Off-the-amusement-page space in the *New York Times* for the world premiere engagement of Sam Spiegel's "Suddenly, Last Summer," at the Criterion and Sutton theatres here has been purchased by Columbia Pictures. The series of special ads will be run for one week prior to the opening of the picture, which will be held on Dec. 22.

Book 'Suddenly' in S. F.

Columbia Pictures has booked Sam Spiegel's "Suddenly, Last Summer," into the St. Francis Theatre, San Francisco, starting Jan. 14. The West Coast premiere of the film will be held at the Warner Beverly Theatre on Dec. 23.

THE MOST PRAISED PICTURE OF ALL TIME, ALREADY A HISTORY-MAKING SUCCESS IN ITS FIRST ENGAGEMENTS!



from
METRO GOLDWYN MAYER

WILLIAM WYLER'S

PRESENTATION OF

BEN-HUR

A story of the people and times of The Christ

TECHNICOLOR®

FILMED IN
CAMERA





TH

"Son

"Rea

"Cin

"Thi

MAGAZINES

"Gre nth"—*Redbook*

"A h nth"—*Seventeen*

"A ld create some special award"
—*The Saturday Review*

"A r Hollywood super-spectacles"
—*Time Magazine*

"Bes g"—*Newsweek*

"Jam st pictures in motion picture

"Maj

"Mag lar spectacular ever made"
—*Cosmopolitan*

"Filr

E PRESS

"An

"'Be all blockbusters"—*Variety(weekly)*

"Brir wning achievement"—*M.P.Herald*

leagu picture–astounding in its

aded for enormous success"
—*M. P. Exhibitor*



he box-office for long years–

nt"—*Film Daily*

o be the greatest of them all–

—*Motion Picture Daily*

supreme over any film in its

by this reviewer"—*Ind. Film Jour.*

Continued

Paintings in this insert by
famed artist Ben Stahl
© Loew's, Inc., 1959

TECH



THE NATION'S PRESS

"Something you must not miss"—*Boston Herald*

"Really greatest film"—*Boston Traveler*

"Cinematically overwhelming"—*Christian Science Monitor*

"This is the big one"—*Boston Daily Record*

"Greatest of Biblical films"—*Boston Evening American*

"A huge and thrilling spectacle"—*Boston Daily Globe*

"A masterpiece"—*Philadelphia Inquirer*

"A mighty achievement"—*Philadelphia Daily News*

"Best spectacle ever made"—*Philadelphia Bulletin*

"Jam-packed with inspiration"—*Los Angeles Examiner*

"Majestic achievement"—*Los Angeles Mirror News*

"Magnificent–inspiring"—*Los Angeles Times*

"Film of incomparable spectacle, thrills"
—*L.A. Herald-Express*

"An inspiring, monumental production"—*Hollywood Citizen News*

"'Ben-Hur' colossal-est epic"—*Toronto Daily Star*

"Brings the U.S. film industry back to the major leagues"—*Hartford Times*



Paintings in this insert by famed artist Ben Stahl
© Loew's, Inc., 1959



NATIONAL MAGAZINES

"Picture of the Month"—*Redbook*

"Picture of the Month"—*Seventeen*

"The Academy should create some special award"
—*The Saturday Review*

"Biggest and best of Hollywood super-spectacles"
—*Time Magazine*

"Impressive–exciting"—*Newsweek*

"One of the greatest pictures in motion picture history"—*Cue*

"The most spectacular spectacular ever made"
—*Cosmopolitan*

THE TRADE PRESS

"Blockbuster to top all blockbusters"—*Variety(weekly)*

"Stupendous–a crowning achievement"—*M.P. Herald*

"A mighty motion picture–astounding in its spectacle"—*Boxoffice*

"Highest rating. Headed for enormous success"
—*M. P. Exhibitor*

"Will prosper at the box-office for long years–altogether magnificent"—*Film Daily*

"Might well prove to be the greatest of them all–a giant ticket seller" —*Motion Picture Daily*

"'Ben-Hur' reigns supreme over any film in its class yet to be seen by this reviewer"—*Ind. Film Jour.*

Continued

NEW YORK WORLD PREMIERE

"A blockbuster"—*Times*

"One of the best ever"—*Mirror*

"Overpowers an audience"—*World-Telegram*

"Superb production, powerfully played"—*Journal-American*

"★★★★ (Four Stars!) Stupendous and eye-filling effects"—*Daily News*

"A classic peak in movie epic tradition"—*Post*

"You get a lot for your money"—*Herald Tribune*

"Nothing less than overwhelming"—*Morning Telegraph*

"Most thrilling story to reach the screen"—*News (Sunday)*

"This is a film to see"—*Times (Sunday)*

"Art of film making at its highest pinnacle. It should be seen by everyone"—*Journal-Amer. (Editorial)*

"Drama of early Christianity is timeless. It is also first-rate movie fare"—*World-Telegram (Editorial)*

"Monumental drama of basic morality, fascinating and spectacular"—*Mirror (Editorial)*

Please lift page here ←





(Trade Press continued)

"Never has the promise of so much been delivered so fully"—*Film Bulletin*

"Greatest of all spectacles"—*Hollywood Reporter*

"Should result in the biggest payoff in the history of film business—a majestic achievement"—*Daily Variety*

"A triumph not only for MGM but for the entire industry"—*Editorial in Boxoffice*

"Contributes significantly to the well-being of the whole industry. Unequalled!"—*Editorial in M. P. Herald*

"One of the truly great motion pictures of all time"—*Editorial in Film Daily*

"All-time great motion picture—marks the beginning of a new era in entertainment"—*Editorial in Ind. Film Journal*

RELIGIOUS COMMENDATION

"'Ben-Hur' is a superb picture... true to the Bible and a thrilling performance"—*Dr. Norman Vincent Peale*

"Wholesome entertainment on high level of achievement, this film is recommended for patronage of entire family"—*Legion of Decency (A-1 Classification)*

"... Gripping, inspiring, an important positive contribution of lasting value to millions"—*Francis S. Harmon, Vice President of the National Council of Churches of Christ in the U.S.A.*

(continued)



(*Trade Press continued*)

"Never has the promise of so much been delivered so fully"—*Film Bulletin*

"Greatest of all spectacles"—*Hollywood Reporter*

"Should result in the biggest payoff in the history of film business — a majestic achievement"—*Daily Variety*

"A triumph not only for MGM but for the entire industry"—*Editorial in Boxoffice*

"Contributes significantly to the well-being of the whole industry. Unequalled!"—*Editorial in M. P. Herald*

"One of the truly great motion pictures of all time"
—*Editorial in Film Daily*

"All-time great motion picture — marks the beginning of a new era in entertainment"—*Editorial in Ind.Film Journal*

RELIGIOUS COMMENDATION

" 'Ben-Hur' is a superb picture . . . true to the Bible and a thrilling performance"—*Dr. Norman Vincent Peale*

"Wholesome entertainment on high level of achievement, this film is recommended for patronage of entire family"—*Legion of Decency (A-1 Classification)*

". . . Gripping, inspiring, an important positive contribution of lasting value to millions"—*Francis S. Harmon, Vice President of the National Council of Churches of Christ in the U.S.A.*

(*continued*)

(Religious Commendation continued)

"... An unforgettable experience"—*Christian Herald*

"Hollywood ... has outdone itself in 'Ben-Hur'"
—*Catholic Digest*

"... Put 'Ben-Hur' on the list of films to see"
—*American Baptist News Service*

"This is a picture that every Christian minister can unhesitatingly recommend and should try to see"
—*Executive Director, Broadcasting and Film Commission, National Council of the Churches of Christ*

"'Ben-Hur' is far and away the best in a long line of Biblical screen epics ... a remarkable achievement"
—*America*

COMMENTS

"Use every adjective starting with magnificent"—*Hedda Hopper*

"One of the best, if not the best I have ever seen"
—*Louella Parsons*

"'OSCAR' Talk: 'Ben-Hur' Best Film; Charlton Heston Best Actor."—*Earl Wilson*

"An extraordinary film"—*Walter Winchell*

"Not to be missed"—*Dorothy Kilgallen*

"Stupendous"—*Louis Sobol*

"Hits cinema peak"—*George E. Sokolsky*

"Fascinating—a masterpiece"—*Jack Gaver, UPI Drama Editor*

"Six Stars—Highest Award Ever in 30-year-old reviewing"—*Southern Cal. Motion Picture Council*

YOU HAVE READ JUST SOME OF THE PRAISE UP TO PRESS-TIME

It is only the beginning!



Turn the page please ➞

UNPRECEDENTED SUCCESS!

Sensational hit at Loew's State, New York City
Sensational hit at The Saxon, Boston
Sensational hit at The Boyd, Philadelphia
Sensational hit at The Egyptian, Los Angeles

COMING!

OPENS TODAY (Dec. 17)—Montreal, Alouette • DEC. 18—Dallas, Texas, Tower • DEC. 23—Toronto, University • DEC. 23—Chicago, Michael Todd • DEC. 23—Miami Beach, Lincoln • DEC. 23—San Francisco, Coronet • DEC. 25—Atlanta, Roxy • JAN. 19—Portland, Ore., Music Box • JAN. 19—Pittsburgh, Warner • JAN. 26—Cleveland, Ohio • FEB. 2—Seattle, Blue Mouse • FEB. 3—St. Petersburg, Center • FEB. 4—Cincinnati, Capitol • FEB. 16—Detroit, United Artists FEB. 18—Kansas City, Capri • FEB. 18—Omaha, Cooper • FEB. 23—Indianapolis, Lyric • FEB. 25—Minneapolis, Academy MARCH 3—Vancouver, Capitol • Other March Openings—Washington, D. C., Columbia • Salt Lake City, Center



'Beach' Bows

(*Continued from page* 1)

prize-winners, members of the diplomatic corps, civic and social dignitaries, entertainment industry leaders and show business personalities in capital cities ranging from Moscow to Melbourne, Berlin to Tokyo, and including Little America in the Antarctic. The global launching marked the first time that a film picture has been accorded simultaneous premieres on all continents of the world.

Also for the first time in industry history, split-second radio-photo and jet-transported newsreel coverage of each premiere was used to rush pictorial and copy highlights of the events to distant corners of the world.

For Benefit of AADA

In New York, more than 1,000 stars, international celebrities, United Nations dignitaries and socialites attended the formal premiere at the newly refurbished Astor Theatre, followed by a supper-ball in the Grand Ballroom of the Hotel Astor. Proceeds were donated to the American Academy of Dramatic Arts, sponsoring organization.

Covering the opening were 135 press, radio and television and newsreel representatives of 21 nations in addition to extensive national and local coverage by five network and local television and radio stations and members of the New York press corps.

Festivities were also held in Berlin, Caracas, Chicago, Johannesburg, Lima, London, Los Angeles, Melbourne, Moscow, Paris, Rome, Stockholm, Tokyo, Toronto, Washington, Zurich and Little America under the auspices of the Naval Forces Antarctica.

French Pact Talks

(*Continued from page* 1)

Europe. Talks were exploratory, said Johnston, and in preparation for more formal discussions to be held early in 1960 probably in February. Participating were Antoine Pinay, Minister of Finance; Andre Malraux, Minister of Culture; and Michel Fourre-Cormeray, director of the National Film Center.

Johnston said he was particularly encouraged by the improved financial position of many European countries and hoped for increasing removal of all economic restrictions there for the film as well as other industries.

Pittsburgh Strike Ends

PITTSBURGH, Dec. 17.—To the great relief of downtown theatre operators, the Pittsburgh Railways trolley and bus strike has ended, after six days, with a new three-year contract. Attendance had been cut considerably by the walkout.

One-Sheet for 'Sheba'

United Artists is distributing 10,000 copies of a specially-prepared one-sheet poster featuring *Parent's Magazine* Medal of Speeial Merit Award for Edward Small's "Solomon and Sheba" for lobby display in theatres throughout the country.

Pollock Name Cleared Of 'Blacklist' Charge

From THE DAILY Bureau

HOLLYWOOD, Dec. 17. — Louis Pollock, member of the Writers Guild of America, today told the press at interview in WGAW headquarters that he recently discovered his lack of employment as screen and television writer for past six years to be due to confusion of his name with that of a Louis Pollack, a clothing executive who took the Fifth Amendment in an appearance before the Donald Jackson committee hearings on un-American activities held in San Diego, April 19, 1954.

Contaeted the Committee

Pollock learned recently of the appearance of his name on several "blacklists" from an industry executive. Pollock sought clearance from the committee on un-American activities through his attorney, Martin Gang.

Pollock today showed an answer from Richard Arens, staff director of the committee, clearing his name.

Pollock, entered industry 25 years ago, and has held key positions as advertising manager for Universal from 1937-42 and director of advertising and publicity for United Artists from 1943-45, which post he resigned to become a screenwriter.

Fox Eyes Britain

(*Continued from page* 1)

ing the proposed strike is viewed as more than a threat.

Only British film technicians would work for 20th-Fox at the Pinewood Studios. West Coast production would cease, the Hollywood studios would be more or less disbanded, and company employees in New York would go on paid vacations, until the strike is terminated, unless, of course, early settlement is not possible. In such an event, Eastern workers would be placed on non-salaried leave status, it was understood.

Skouras and Adler went to London early in December to close a deal whereby 20th-Fox would distribute seven Rank films in the United States, and to finalize plans for the American company's production of "Cleopatra," which will be made next year at Pinewood Studios. They announced at that time intentions to invest $15,000,000 in British productions.

Considering Pinewood Only

Alhough both executives visited Paris, it was understood that 20th-Fox is committed to use only the Pinewood sudios if a strike forced production abroad.

Joseph R. Vogel, president of Loew's, Inc., was quoted in the *New York Times* yesterday as saying that M-G-M also plans to shift production overseas should the current impasse in negotiations with the Screen Actors Guild and producers result in the shutting down of Hollywood studios. Vogel pointed out that M-G-M has extensive studio space in Britain which could easily be utilized in such an emergency.

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Al Nerino, Reading Eagle, Reading, Pa.: The individual stations, particularly in Philadelphia, New York and Baltimore are clogging their "feature movie" shows with entirely too many commercials. The popularity of several early evening and late, late shows dropped off drastically in this area because of the frequent (sometimes as many as five or six) commercial breaks in each half-hour segment. Then they would stick three or four consecutive commercials in one break.

•

Miriam Maynard, The Free Press, Kinston, N. C.: Need more unrehearsed personal interview shows—or talk shows.

•

Miss Wayne Bulluck, Evening Telegram, Rocky Mount, North Carolina.: Many of the commercials are more entertaining than the shows.

•

R. J. Burgess, The Ottawa Journal, Ottawa, Canada: Universal success of Fred Astaire Programs, the genuine quality of Ford's Star Time series, the fact that a superior variety show like Andy Williams was renewed gives hope that both sponsors and the public will reject garbage one day soon and demand something other than the lowest common denominator in entertainment.

•

Mrs. H. G. Kuhn, Advertisers-Tribune, Tiffin, Ohio: We need more cartoon commercials and less "stomach" and "throat" illustrations of how medicine works. Ban hoodlum and gangster movies that put those characters in a wrong light. Less breaks for short commercials on the hour and hour-and-a-half shows.

•

James P. McNeile, Tribune, South Bend, Ind.: Television must continue to seek new ideas in programming and reassert itself as a moral, ethical influence in American living rooms.

•

Wayne Allen, Journal-Register, Springfield, Ill.: Quiz shows should be abolished. Commercial claims should be kept within bounds of credibility. Programs should clearly advise audience whether show is live or taped.

•

Bob Clements, Endicott Daily Bulletin, Endicott, N. Y.: Too many mediocre hastily planned musicals—not enough good dramatic shows. Not enough mystery shows. Westerns should be on earlier—along with family comedy and variety shows; music, panel and dramatic shows later.

Who's Where

Frank Baur has been named director of film production operations for the CBS Television Network in Hollywood. Baur will be in charge of all below-the-line areas of network film activities and will coordinate production currently underway at Metro-Goldwyn-Mayer, California Studios, and General Service Studios.

□

William Dubois has been appointed vice-president in charge of the Chicago office for Independent Television Corporation, Walter Kingsley, president of the company, announced.

ABC-TV Series Based On Churchill's Memoirs

A weekly, 30-minute television series based on six volumes of Sir Winston Churchill's memoirs, covering world history from 1919 onward, will be brought to the American television audience next fall by the ABC Television Network, it was announced by Thomas Moore, ABC-TV vice-president in charge of programming.

The program was acquired by ABC-TV from Screen Gems and Jack Le Vien, who own the world television rights to the Churchill work. The production will be handled by ABC in association with Le Vien. A representative of the British Broadcasting Corporation has arrived in New York to offer the cooperation of the BBC.

The program will be based on the six Churchill volumes, "The Gathering Storm," "Their Finest Hour," "The Grand Alliance," "The Hinge of Fate," "Closing the Ring" and "Triumph and Tragedy."

Steckler Forms New TV Production Company

Roy P. Steckler, stage and film producer, this week announced the formation of a new TV and stage company, Roy P. Steckler Productions, which will headquarter here.

The first video project on his schedule is a new series, "The Missile Men," which was created by Robert Smith. Filming of the new series will start in March.

"BEACH" GLOBAL PREEM SPANS 7 CONTINENTS

A NEW CHAPTER in motion picture history was written last night when Stanley Kramer's "On the Beach" for United Artists release opened in gala premieres in 18 major cities around the globe. Attending the history-making event in premiere cities ranging from Moscow to Tokyo, Berlin to Johannesburg, and including Antarctica, were kings, commissars, heads of state, leading national and international figures and show business personalities.

The unique global launching climaxed one of the most extensive promotion drives ever developed on an international level. Press, radio, television and newsreel coverage was accorded the various premieres by scores of reporters representing 52 nations. On this page are highlights of the New York opening at the remodeled Astor Theatre and radio-photo pictures of the premieres transmitted from overseas by UPI.



NEW YORK: Lillian Gish, honorary chair of the American Academy of Dramatic sponsoring committee, officiates at ceremo opening new Astor Theatre for New Y premiere. Here she cuts "On the Beach" ribb assisted by Broadway celebrities Howard K Carol Lawrence and Jason Robards, Jr.



ROME, Dec. 17, (By Radiophoto) – At left, Ava Gardner sparks opening at Fiamma Theatre in Rome. Miss Gardner's co-star, Gregory Peck, was present at the Moscow premiere, with producer Kramer, stars Fred Astaire, Anthony Perkins and Donna Anderson attending the Los Angeles bow.



NEW YORK: Crowds jam-pack Broadway and 45th Street for glimpses of more than 1,000 dignitaries attending glittering New York opening. Press of 21 nations covered.



TOKYO, Dec. 17, (By Radiophoto)—Japan's Royal family and civic leaders attend premiere. From left: Prince Yoshi; Princess Takamatsu; Prince Kamatsu; Tadatsugu Shimazu, president of the local Red Cross, and Ryutaro Azuma, governor of Tokyo.



LONDON, Dec. 17, (By Radiophot – Congratulating America's "Juni Ambassador" winners, Fritz Zell and Annette Eisenberg, at Lond premiere is Jacob Malik, Soviet Ar bassador, with Mrs. Malik. The youn sters, selected from Washington, D. C will spend holidays in Britain.



WASHINGTON, Dec. 17. (By Radiophoto)—Actress Helen Hayes, (second from right), and Australian Ambassador Howard Beale, right, host ANTA premiere. From left: Mrs. Beale; Mrs. Robert Low Bacon, ANTA official; actress Blanche Yurka, and Peter Lehnert, 17, Berlin's "Junior Ambassador."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 119 NEW YORK, U.S.A., MONDAY, DECEMBER 21, 1959 TEN CENTS

ought by MPAA

See Slight Chance of Tax Changes

Ways, Means Group Head Says Enactment Is Unlikely

From THE DAILY Bureau

WASHINGTON, Dec. 20.—Chairman Wilbur Mills (D., Ark.) of the ways and means committee over the weekend made it clear that the piecemeal changes in taxation that will be sought by the Motion Picture Association in 1960 will have only a slender chance of enactment.

Mills' staff will study and analyze proposals that have been made before the committee during the new year. He says, however, that "it will not be possible for the committee on ways and means, itself to give specific consideration in 1960 to any broad proposals of tax revision" based on material recently presented to the body. It is understood that Chairman Mills' intent was not to bar consideration of individual items. In fact, the committee has already agreed to present to the House a modified version

(*Continued on page* 2)

Industry Labor Units for Minimum Pay Law

A united front of industry labor organizations is forming behind a proposed extension of the Federal minimum wage law to include employees of theatres, thus creating a rift with Dompo, which is campaigning against the wage extension.

Two labor organizations—the Screen

(*Continued on page* 5)

Jame Brodsky 20th-Fox N. Y. Press Contact

Jack Brodsky has been named 20th Century-Fox New York press representative, it was announced at the weekend by Edward E. Sullivan, publicity director. Brodsky, a member of the 20th Century-Fox publicity depart-

(*Continued on page* 2)

TELEVISION TODAY—page 5

N. J. Court Rules Drive-In 'Service' Charges Are Part of Gross Receipts

Special to THE DAILY

SOMERVILLE, N. J., Dec. 20.—The New Jersey Superior Court ruled that so-called "service" charges collected with every admission ticket purchased at a drive-in for heaters, playground facilities and the like, are part of the gross receipts from admission sales upon which the percentage license fees are payable to the distributor.

The ruling was made by Judge Joseph Halpern from the bench at the close of trial of breach of contract in paying percentage rentals actions brought by eight distributors against the Somerville Drive-In Theatre here.

Plaintiffs were Loew's, Paramount,

(*Continued on page* 3)

Para. Earnings Steady: Balaban

Barney Balaban, Paramount president, has addressed a message to company stockholders correcting an impression conveyed in unidentified "published articles" that, on the basis of net earnings Paramount "was not doing nearly so well in the motion picture business in 1959 as in 1958."



Barney Balaban

"This error arose," he points out, "through comparing total income of last year with total income of this year. Only operating income is indicative of the results of our motion picture operations."

In the first three quarters this year,

(*Continued on page* 3)

Col. Reports $886,000 Net for First Quarter

Columbia Pictures on Friday reported net profit of $886,000 for the 13-week period ended Sept. 26, last. The result is equal to 65 cents per share on the 1,270,350 shares outstanding, and compares with net

(*Continued on page* 4)

Films Should Be Visual Literature: Sam Spiegel

By SAUL OSTROVE

If it is to survive and prosper, the motion picture industry must "write up" to adult audiences, and generally achieve "visual literature," producer

(*Continued on page* 3)

Portland Press Strike in 2nd Month; Blow to Theatres' Holiday Business

Special to THE DAILY

PORTLAND, Ore., Dec. 20.—With the city's two leading newspapers, the *Oregonian* and *Journal* entering the second month of a strike that has drastically reduced circulation, news and advertising content local theatres are hard-pressed to successfully launch their new holiday period attractions.

The papers' non-striking executives have succeeded in getting out a circumscribed daily edition, short on local news and not too well distributed. The situation has affected all retail business at the peak of the Christmas shopping season, also by chain reaction adversely affecting theatre attendance.

Hamrick's Music Box Theatre here is scheduled to open "Ben-Hur" on Jan. 20, and is faced with the problem of executing a full-scale pre-opening campaign. All available media, of course, will be used, with particular dependence on radio and TV, posters, window cards, handbills and the like. The same situation faces all of the holiday season openings of top quality films here, unless some presently unforeseen break occurs in the strike very soon.

The strike began as a result of the newspapers' decision to reduce mechanical help. Editorial employes, members of the Newspaper Guild, then refused to cross the printers' picket lines. Executive workers continued on the job.

New President

Clark Plans To Diversify Technicolor

To Place Emphasis on New Products, Services

Plans to broaden the future base of operations of Technicolor, Inc., Technicolor Corp., and the company's other subsidiaries, were announced at the weekend by John R. Clark, Jr., who on Jan. 1 will become president and general manager.



John R. Clark, Jr.

Clark was elected at a meeting of the board of directors here late last week. He replaces Dr. Herbert T. Kalmus, who will continue with Technicolor on a consulting basis.

The announcement of the action of the board contained no reference to changes in its line-up nor did it mention the recent large purchases of

(*Continued on page* 5)

TV's Self-Regulation Best Plan, FCC Told

From THE DAILY Bureau

WASHINGTON, Dec. 20.—Donald H. McGannon, chairman of the Television Code Review Board of the National Association of Broadcasters, told the Federal Communications Commission over the weekend that the broadcasting industry can regulate itself better than any governmental ageney

(*Continued on page* 5)

Reade at Col. Meeting As Proxy for M. P. I.

Walter Reade, president of Motion Picture Investors, will attend the annual meeting of Columbia Pictures stockholders at the latter's home office this morning as proxy for M.P.I.

This will be the first time that

(*Continued on page* 3)

PERSONAL MENTION

JOSEPH HAZEN, partner of Wallis-Hazen Productions, will arrive in Hollywood today from New York for conferences with HAL WALLIS at the Paramount Studio.

•

MISS ELIZABETH LODGE MAMORSKY was married to PAUL N. LAZARUS III, son of MR. and MRS. PAUL LAZARUS, JR., at the Hotel Gladstone here yesterday. The bridegroom's father is vice-president of Columbia Pictures.

•

MELVILLE SHAVELSON, co-producer of "Bay of Naples" for Paramount, arrived here at the weekend from Rome, accompanied by MRS. SHAVELSON. They depart for Hollywood today.

•

MARTIN RITT, director, will return to Hollywood today from Rome, via New York.

•

JAMES LARKIN, B.O.A.C. amusement industry contact, will return to New York tomorrow from Africa.

To Co-Produce 'Million'

Paramount Pictures and Bryanston Films Ltd., London, have entered into an agreement for the co-production and distribution of "He Stole a Million," comedy-drama to be filmed in Spain. Under terms of the contract, Paramount receives world distribution rights, except for the United Kingdom and the British Commonwealth. Release in the latter areas will be handled by Bryanston through its association with British Lion and Lion International.

60 Dates for 'Sheba'

Some 60 holiday engagements have been set for "Solomon and Sheba," Edward Small's spectacle in North, South and Central America, Europe, The West Indies, Asia and Australia, it was announced by United Artists.



Tax Changes

(*Continued from page 1*)

of H.R. 5, the Boggs (D., La.) bill. One of the provisions sought by MPAA—world-wide application of the 14 percentage point tax reduction now granted to film distributors with Western hemisphere trade corporation operations—will not be in the bill when it is brought to the floor.

The MPAA suggestion that talent be allowed to average income over a period of years would appear barred by Mills' statement, since it falls in the whole broad field of personal income taxation. There should be no formal bar to consideration of modifying or repealing the tax law provisions providing for withholding of 30 per cent of U.S. income of foreign producers. Since Mills contemplates eventual broad-scale revision of the rate structure and broadening of the tax base, it is certain that not even the restricted proposals endorsed by MPAA will fall in a highly receptive climate.

Brodsky Named

(*Continued from page 1*)

ment since 1957, replaces Ed Feldman who resigned last week.

In his new post, Brodsky will handle press liaison with New York newspaper personnel and critics and will coordinate publicity with several national magazines.

Formerly a member of the Sunday Department of the *New York Times*, Brodsky served with the U. S. Army in Germany as a staff correspondent from 1953-1954. The appointment is effective immediately.

Projectionists' Strike In St. Paul Settled

Special to THE DAILY

ST. PAUL, Minn., Dec. 20.—Striking projectionists have returned to work at the Strand Theatre here after settlement of differences between the union and the Mann Theatre circuit, according to Robert Hazelton, general manager for the chain.

Details of the agreement were not revealed.

Margolin Heads CPC

Irving N. Margolin, who has been vice-president and treasurer of Cinerama Productions Corp., was elected president of the corporation at a meeting of the board of directors last week. He will continue to assume the duties of treasurer. Milo J. Sutliff, former president, resigned because of the pressure of other business. Cinerama Prods. in July this year made an agreement to turn over its interest in five films made in the process to Stanley Warner Cinerama Corp., which in turn sold all its interests to Cinerama, Inc. Cinerama Prods. now retains no interest in the Cinerama process.

Skouras, Harrison on West Coast for Talks

From THE DAILY Bureau

HOLLYWOOD, Dec. 20. — Spyros P. Skouras, president of 20th Century-Fox, and Alex Harrison, general sales manager, arrived here at the weekend to join Charles Einfeld, vice-president, Murray Silverstone, president, 20th-Fox International Corp., and Buddy Adler, head of production, for discussions on pictures currently shooting and plans for others to start soon.

Attended 'Can-Can' Preview

All the Fox executives attended the first "sneak" preview of "Can-Can" at the Fox Theatre in San Francisco last night. Discussions are also to be held on bookings of the Todd-AO production, which will have its world premiere at the Rivoli Theatre in New York on March 9, following a series of special screenings across the country to gauge audience reaction. These screenings will be used as a guide in editing the final print of "Can-Can."

New Campaign Slated For 'Ulysses' Reissue

"Ulysses," Technicolor adventure drama starring Kirk Douglas, will be re-released by Paramount Pictures in January. It will be backed by a promotional campaign comparable to the one returning Cecil B. DeMille's "Samson and Delilah" to exhibition this past Fall, the company said.

The promotional drive for "Ulysses" will be all new, emphasizing the theme, "The towering triumphs of the most tremendous adventurer of them all." As in the case of "Samson and Delilah," the campaign has been redesigned to focus on the film's central historical character. New ads and display materials for the screen adaptation of Homer's "Odyssey" highlight the Greek hero and his feats of daring. Radio spots and TV trailers, the latter available in one one-minute and three 20-second editions, have been especially prepared for the campaign. In addition, new theatre trailers will be available.

Glen Alden Dividend

The board of directors of the Glen Alden Corporation, Parent of RKO Theatres, at the weekend declared a quarterly dividend of 10 cents a share and an extra year-end dividend of 15 cents a share. The dividends are payable on Jan. 14, 1960 to shareholders of record on Dec. 31, 1959.

Pitt Houses Reopening

PITTSBURGH, Dec. 20. — Two downtown first-run theatres here, closed temporarily, will reopen on Christmas Day. The Penn, with new Todd-AO and 70mm equipment, will show "Solomon and Sheba," while the Warner, which shut this week, will re-light with "Happy Anniversary."

Baker Resigns A Rep. Studio Hea

From THE DAILY Bureau

HOLLYWOOD, Dec. 20. — Ja Baker has resigned as vice-preside and operating head of Republic P tures studios, after an amicable sett ment of his contract, it was announc in a joint statement by Baker a Victor M. Carter, Republic presider

Baker was named executive produ tion manager of Republic in 1944 a became head of studio operations s years later. Previously he headed t company's Consolidated Film Indu tries laboratories in Fort Lee, N. J.

Baker recently returned from t East, where he spent three months a special assignment for Carter connection with the company's a tivities in that area.

The studio will continue to functi strictly on a rental basis, servici Four Star, Filmaster, Jack Webb a other independent theatrical and tel vision film producers.

Nolte Named by Allie To Compo Wage Grou

From THE DAILY Bureau

WASHINGTON, Dec. 20. — Elm C. Nolte, Jr., of Baltimore, has be named co-chairman of the Comp minimum wage campaign committe representing National Allied, Al M rick, president of Alled, announc through the organization's national o fice here.

Nolte is managing director of t F. H. Durkee Enterprises, which o erates a circuit of upwards of 20 th tres in Baltimore, Annapolis, Hav De Grace and contiguous commun ties. He has been president and trea urer of Allied Motion Picture The tre Owners of Maryland and was r cently elected treasurer of Nation Allied. He was one of the two ind viduals named in both "militant" an "moderate" Allied States at the recer disruptive Allied board meeting an election at Miami Beach.

Pleases Myrick

Myrick expressed himself as esp cially pleased by Nolte's acceptanc of the appointment, not only becaus of his broad experience as an exhib tor, but also on account of the promi nent part he has played in legislativ efforts in Maryland and his skill i that kind of work.

'Few' Dates at 198

Metro - Goldwyn - Mayer's Christ mas-New Year's attraction, "Never S Few," will achieve nationwide satur ation with total of 198 cities schedule to play it between Dec. 23 and Jan. 1 Including multiple run bookings, ove 250 theatres will be playing the pic ture by New Year's Day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Notables to Attend 'Suddenly' Premiere

Entertainment world notables have accepted invitations to attend the world premiere of Sam Spiegel's "Suddenly, Last Summer," starring Elizabeth Taylor, Montgomery Clift and Katharine Hepburn, at the Criterion Theatre tomorrow night. The Columbia release will have a dual opening, with the invitational premiere at the Criterion and a public showing at the Astor Theatre.

Among the celebrities who will be on hand for the gala festivities will be: Sam Spiegel, producer of the film; Joseph L. Mankiewicz, who directed; Gore Vidal, who collaborated on the screenplay with Tennessee Williams; and Albert Dekker, featured player.

Also scheduled to attend are Diana Barrymore, Tallulah Bankhead, Joan Collins, Faye Emerson, Nina Foch, John Gielgud, Paulette Goddard, Garson Kanin, Viveca Lindfors, Carol Lynley, Bess Meyerson, Cole Porter, Janice Rule, Zachary Scott, Toots Shor, Susan Strassberg, Joanne Woodward and Eli Wallach.

Drive-in Decision

(*Continued from page* 1)

Warner Bros., 20th Century-Fox, United Artists, Columbia, Universal and RKO Teleradio. Each had sued to recover its share of the dime collected from every patron for such "service" charge, claiming that the 10 cents per person had not been accounted for in the theatre's box office reports on percentage pictures shown during the two and a half-year period in the suit.

It is the first case of its kind to be decided and affects an increasingly large number of drive-ins resorting to the "service" charge practice.

There was no dispute between the parties as to the number of patrons accounted for on each percentage engagement, every ticket sold having been fully reported. The only issue, the court found, was whether the exhibitor could rightfully treat 10 cents of the 80-cent admission charge collected for every patron over 12 as a charge for the "special services," and therefore not a part of the gross receipts from admissions on which the percentage rental was payable.

Charged on Per-Person Basis

The court, in rejecting the exhibitors contentions, pointed out that the heater service charge was made on a per person basis, even though only one heater was supplied per car, and whether the patron wanted a heater or not, or even accepted one. Judge Halpern also pointed out that the "service" charge for playground facilities was applied to patrons whether accompanied by children or not, as well as to those who arrived with children after the playground was closed.

There was no more justification for the charge, he ruled, than for a four-wall theatre, under similar percentage rental clauses, to charge and withhold from its reported gross admission receipts a fixed amount for supplying heat to patrons in the theatre.

The distributors were represented by Willard Woelper, of the Newark law firm of Toner, Corwley, Woelper and Vanderbilt, and by Edward A. Sargoy, Joseph L. Stein and John F. Whicher of the New York law firm of Sargoy & Stein. The defendant exhibitor was represented by attorney Monroe Stein of New York City and Elizabeth, N. J.

Paramount Earnings Steady, Balaban Reports

(*Continued from page* 1)

Paramount realized $2,965,000 of special income, primarily from the disposal of investments, and a total net income of $6,609,000 or $3.88 per share. In the like period of 1958, the company had special income of $10,662,000 representing, principally, the initial proceeds from the sale of the pre-1948 library and a total net income of $14,469,000 or $8.04 per share.

Balban points out that Paramount's present largest contractual source of special income is its arrangements with EMKA for the sale of the pre-1948 library. The contract provides for a first payment of $10,000,000, which was paid in 1958. Further payments up to $40,000,000 additional purchase price are dependent upon the purchaser's revenue.

First Payment in January

Of this $40,000,000, the purchaser has guaranteed an amount of $25,000,000 payable over several years, the first payment of which is due in January, 1960. Firm contracts held by the purchaser at this time more than cover the guaranteed purchase price and the overage is building toward the additional $15,000,000, Balaban said. "Because no payments were due under this contract in 1959," he states, "certain press reports misinterpreted the drop in 'special income' as a drop in revenue from the EMKA deal. The fact is that no payments were due from EMKA in 1959. The 'special income' reported by us in 1959 represents, principally, the proceeds of the sale of our interest in Metropolitan Broadcasting Corp. in January, 1959, and small installments recorded in the first and third quarters on the sale of certain short subjects in 1958.

'Special Income' from TV

"In evaluating our earnings record, and comparing it with other companies in our industry, it should be noted that Paramount is now the only company in our industry receiving television income from its pre-1948 film library which does not treat that income as 'operating income.' It is our consistent policy to report such income from television as 'special income'," Balaban states.

Stockholders also are informed that Paramount's domestic rentals in 1959, other than "The Ten Commandments" have been slightly ahead of the comparable period last year during which period "The Ten Commandments" was in full release in the domestic market.

The DeMille picture "continues to make a significant contribution to our foreign business," Balaban reports, "and in this connection an increasingly larger proportion of our film business is now coming from abroad."

He advises that Paramount's planning for expanding production at the studio has been accelerated during the past several months, and reports optimistically on the 1959 operations of Telemeter Magnetics, Inc., in which Paramount's investment amounts to about $9,000,000 at current market quotations.

Stockholders also were given favorable reports on the operations of Los Angeles television station KTLA, Autometric Corp., the Lawrence color tube and International Telemeter.

'Beyond Our Expectation'

Of the last, Balaban says the West Toronto venture in pay TV will be inaugurated "shortly after the first of the year." He reports subscribers signing up for the service "at a rate that is beyond our expectation."

He also reports that Paramount is continuing to purchase its own stock in the open market, and this year acquired about 68,000 shares at a total costs of about $3,200,000. This leaves the stock outstanding at about 1,688,000 shares.

Spiegel for 'Visual Literature'

(*Continued from page* 1)

Sam Spiegel, here for the opening this week of his production of Columbia Pictures' "Suddenly, Last Summer," told the trade press Friday.

"You have got to give people the sensation of seeking something they've never seen before," Spiegel said. "I've tried to do this several times, and was successful with 'On the Waterfront,' 'The African Queen,' and 'Bridge on the River Kwai,' among others. But with 'The Strange One' I wasn't so successful.

"Now we are learning how important it is to write up to the most adult audience. Writing to the lowest audience denominator is fatal. It has murdered the movies for the masses. Films of the future must have more staying power. People must be moved by motion pictures, hours and days after they have left the theatre, if our productions are to be truly artistic."

Spiegel noted, however, that the industry will always have room for superior comedies such as, he said, "Some Like it Hot" and "Pillow Talk."

"But general 'fly-by-night' films are more of a peril than a blessing. In the long run, such films alienate the audience. Saturation of the medium by ordinary entertainment is dangerous," the producer added.

The producer said he foresees no reason why thematically adult films can't appeal also to teenagers.

"The better films have meaning on several levels. Children will understand conflict of loyalties, for example. But parents, and not professional classifiers, should guide minors in their choice of motion pictures. Parents should assist their children but anything else is censorship, which is undemocratic."

Turning to "Suddenly, Last Summer," Spiegel said he "frankly anticipated" Code problems, because his film deals with sexual perversion.

Praises Appeals Board

"However," he added, "with extreme good taste and sensitivity, objections to specifically - forbidden themes can be reduced notably. And the Code Board of Appeals is the fairest body I've met yet that treats motion pictures. We made changes in dialogue to gain approval, but all in all I'm quite satisfied with our final product."

Spiegel's next production for Columbia. toward fulfillment of his three-film commitment toward the company, will be "Lawrence of Arabia," to be produced in the Middle East next year. "Lawrence" will be directed by David Lean, who will accompany Spiegel on an expedition in February to seek locations for filming. Robert Graves is writing the screenplay.

Reade at Meet

(*Continued from page* 1)

M.P.I. has been represented at a production-distribution company's stockholders meeting since its activation last summer. M.P.I. was founded with the announced purpose of giving exhibition a voice in company stockholders meetings in order to influence policy where possible.

Makes Purchases for Exhibitors

Exhibitors invest in M.P.I. which, in turn, purchases stock in producing-distributing companies.

N. B. Green to Retire

ROCHESTER, Dec. 20. — Newton B. Green, Eastman Kodak vice-president and general manager of the company's apparatus and optical division, has announced plans to retire on Jan. 1, 1960. He has been with Kodak for 41 years. Herman H. Waggershauser has been appointed to succeed Green and has also been elected a Kodak vice-president by the board of directors effective Jan. 1. Waggershauser has been assistant general manager of the A&O division for the past two years and with the company since 1933.

'Beach' Raises $30,000

More than $30,000 was raised at the New York world premiere of Stanley Kramer's "On The Beach" at the Astor Theatre last week for the benefit of the American Academy of Dramatic Arts, which sponsored the event.

Col. Quarter Net $886,000

(Continued from page 1)

profit of $319,000, or 21 cents per share, earned in the corresponding 1958 period.

The company noted that no provision for Federal income tax is required, based on the tax loss carry forward available from prior years. It was also noted that beginning with the current fiscal year, all advertising and foreign print costs are being amortized on a table basis on pictures released since the start of the current fiscal year, instead of writing off such costs as a current operating expense, as heretofore. This procedure now conforms with general practice in the industry. As a result, approximately $1,100,000 net has been added to inventory and will be written off on an amortization basis.

The board of directors of Columbia Pictures on Friday declared a stock dividend of 2½ per cent on its outstanding common stock and voting trust certificates for common stock, payable Jan. 29, 1960, to holders of record Dec. 29.

Montague Predicts Col. Profit for Fiscal '60

Special to THE DAILY

DALLAS, Dec. 20.—An anticipated 20 per cent increase in film revenue and increased income from television and records are expected to result in a profit for Columbia Pictures operations for the fiscal year ending June 25, 1960, Abe Montague, executive vice-president, said in an interview here.

Columbia reported a profit of $151,230, after inclusion of $2,596,615 in non-recurring income from the sale of its west coast laboratory. Net income for the first quarter of the current fiscal year is estimated to have been ahead of the like period last year, Montague reported. In the 1958 quarter, Columbia reported earnings of $319,000.

Sees $100,000,000 Revenue

Columbia expects film revenues to reach about $100,000,000 in the current fiscal year, a gain of about 20 per cent over the preceding year. Screen Gems continues to show a good profit, Montague said, and is expanding its production and distribution of television films abroad.

Columbia's film production in the current fiscal year represents a record dollar volume, with the average investment per picture much higher than in the previous year. The larger dollar volume is absorbing studio overhead and distribution costs this year, in contrast to a year ago when costs outran revenues.

Releases Rise 50%

Columbia will release 36 pictures during the current fiscal year, compared with 44 in fiscal 1959. More than 90 per cent of those will be produced by independents.

THE TENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 24th. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $4.00 each)

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► DECEMBER

AA—THE PURPLE GANG: Barry Sullivan
AA—RAYMIE AND THE BARRACUDA: David Ladd, John Agar
COL—THOUSAND AND ONE ARABIAN NIGHTS, c: Mr. Magoo feature cartoon
COL—THE FLYING FONTAINES: Michael Callan, Evy Norlund
COL—EDGE OF ETERNITY, c, cs: Cornel Wilde, Victoria Shaw
MGM—NEVER SO FEW, c, cs: Frank Sinatra, Gina Lollobrigida
MGM—WRECK OF THE MARY DEARE, c, cs: Gary Cooper, Charlton Heston
PAR—LI'L ABNER, c, vv: Peter Palmer, Julie Newmar
20-FOX—BLOOD AND STEEL, rs: John Lupton, Ziva Rodann
20-FOX—JOURNEY TO THE CENTER OF THE EARTH, c, cs: Pat Boone
20-FOX—DOG OF FLANDERS: David Ladd, Theodore Bikel
UA—SOLOMON AND SHEBA, c, te70: Yul Brynner, Gina Lollobrigida
UNI—OPERATION PETTICOAT, c: Cary Grant, Tony Curtis
WB—THE MIRACLE, c: Carroll Baker, Walter Slezak

► JANUARY

AA—THE HYPNOTIC EYE: Jacques Bergerac, Allison Hayes
COL—SUDDENLY LAST SUMMER: Elizabeth Taylor, Montgomery Clift
COL—WHO WAS THAT LADY?: Tony Curtis, Janet Leigh
COL—THE GENE KRUPA STORY: Sal Mineo, Susan Kohner
MGM—THE GAZEBO: Glenn Ford, Debbie Reynolds
PAR—A TOUCH OF LARCENY: James Mason, Vera Miles
20-FOX—SEVEN THIEVES, c, cs: Edward G. Robinson, Joan Collins
20-FOX—THE STORY ON PAGE ONE, cs: Anthony Franciosa, Rita Hayworth
20-FOX—THE ROOKIE, cs: Tommy Noonan, Pete Marshall
20-FOX—SINK THE BISMARCK, c, cs: Kenneth More, Dana Wynter
UA—HAPPY ANNIVERSARY: David Niven, Mitzi Gaynor
UA—A DOG'S BEST FRIEND: Bill Williams
UA—GUNFIGHTERS OF ABILENE: Buster Crabbe, Judith Ames
UNI—OTHELLO, c: Russian film
UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Mijanou Bardot
WB—CASH McCALL, c: James Garner, Natalie Wood

► FEBRUARY

BV—TOBY TYLER, c: Kevin Corcoran, Henry Calvin
COL—OUR MAN IN HAVANA, cs: Alec Guinness, Burl Ives
COL—MAN ON A STRING: Ernest Borgnine
COL—BABETTE GOES TO WAR, cs, c: Brigitte Bardot
MGM—HOME FROM THE HILL, cs, c: Robert Mitchum, Eleanor Parker
MGM—THE SUBTERRANEANS, cs, c: Leslie Caron, George Peppard
PAR—JACK THE RIPPER: Lee Patterson, Eddie Byrne
PAR—THE BIG NIGHT: Randy Sparks, Vanetia Stevens
PAR—CIRCUS STARS, c: Russian film
20-FOX—WILD RIVER, cs, c: Montgomery Clift, Lee Remick
20-FOX—WAKE ME WHEN IT'S OVER, c, cs: Ernie Kovacs, Dick Shawn
UA—ON THE BEACH: Gregory Peck, Ava Gardner
UA—TAKE A GIANT STEP: Johnny Nash, Ruby Dee
UA—THE PUSHER: Kathy Carlyle, Felice Orlandi
UA—VICE RAID: Mamie Van Doren, Brad Dexter
UNI—HELL BENT FOR LEATHER, c: Audie Murphy
UNI—FOUR FAST GUNS: James Craig, Martha Vickers
WB—THE RISE AND FALL OF LEGS DIAMOND: Ray Danton, Karen Steel
WB—RACHEL CADE, c: Angie Dickinson, Peter Finch

► MARCH

AA—PAY OR DIE: Ernest Borgnine
COL—ONCE MORE, WITH FEELING, c: Yul Brynner, Kay Kendall
COL—THE KILLERS OF KILIMANJARO, cs, c: Robert Taylor
COL—COMANCHE STATION, c: Randolph Scott
MGM—PLEASE DON'T EAT THE DAISIES, cs, c: Doris Day, David Niven
MGM—THE TIME MACHINE, c: Rod Taylor, Alan Young
MGM—THE LAST VOYAGE, c: Robert Stack, Dorothy Malone
PAR—CHANCE MEETING: Hardy Kruger, Michelene Presle
PAR—HELLER WITH A GUN, c: Sophia Loren, Anthony Quinn
PAR—JOVANKA AND THE OTHERS, te: Van Heflin, Silvana Mangano (special dates)
20-FOX—CAN-CAN, c, todd-AO: Frank Sinatra, Shirley MacLaine (special dates)
20-FOX—CRACK IN THE MIRROR, cs: Orson Welles, Bradford Dillman
UA—THE FUGITIVE KIND: Marlon Brando, Anna Magnani
UA—SUMMER OF THE 17TH DOLL: Ernest Borgnine, Anne Baxter
UA—OKLAHOMA TERRITORY: Bill Williams, Gloria Talbot
UNI—HEAD OF A TYRANT, c: Massimo Girotti
WB—GUNS OF THE TIMBERLAND, c: Alan Ladd, Jeanne Crain

Clark Plans to Diversify

(*Continued from page* 1)

Technicolor stock by Patrick J. Frawley, Jr., president of Eversharp, Inc. Frawley has publicly stated his intention of acquiring control of Technicolor by electing 9 of the 12 board members.

Clark said he will place increased emphasis on research and development programs designed to improve present manufacturing techniques as well as to add new products and services, not only in the photographic field but also in other areas, including audio and visual communication and selected activities in the electronics field.

"Aggressive effort will be made by every member of management, working with me, to improve efficiency, reduce costs and evolve new operating procedures, as well as new products and services, wherever it appears likely that such changes will result in an outlook for a better earnings picture.

Urges Company Unity

"To accomplish this it will be necessary to draw heavily upon the experience and cooperation of all members of the Technicolor organization," Clark told the directors.

He emphasized that due to the complex technical nature of the business in which the company is engaged, the importance of experienced management in all phases of its activities is most vital. He said the company "welcomes new ideas and new people duly and properly considered to be in the best interests of shareholders, employees and customers."

Referring specifically to the amateur photographic market, Clark told directors that very substantial potential growth lies in that industry. He said that for the past two years members of management have blueprinted a program for new product introductions to the amateur photographic market.

"It is important that we continue this program with the timely and orderly procedure now in effect. At the same time it should be borne in mind that production techniques in the amateur photographic field, and the market itself, are complicated. Taking these factors into account, the management will not jeopardize the company's future in the amateur photographic field with inferior products or untimely product introductions."

Stresses Value of Name

One of the company's most important assets, Clark pointed out, is its name—Technicolor. "This name is seen by over 150,000,000 people each week in the motion picture theatres of the world, and in increasing numbers each year in the consumer products field through the company's amateur color film processing activities," he said. "It is our firm intention to prudently and properly capitalize on the inherent value of the name Technicolor in other potentially profitable fields of activity."

Clark has served the Technicolor companies for the past 24 years, for the past five years as executive vice-president. He is also a director of the company.

Labor Groups

(*Continued from page* 1)

Publicists Guild, District 65, Retail, Wholesale and Department Store Union, AFL-CIO; and the International Alliance of Theatrical Stage Employees—announced at the weekend their intention to campaign for revision of the Federal Fair Labor Standards Act. Both groups endorsed the AFL-CIO proposal to raise the minimum wage to $1.25 an hour and extend coverage to millions now not covered by Federal wage-hour legislation.

In a letter to A. Montague, Ben Marcus and Samuel Pinanski, the Compo triumvirate, Ben L. Berman, director of the Screen Publicists Guild, outlined the Guild's plan to "support all efforts to improve the salary standards and working conditions of employees in all branches of our industry."

The Guild represents the New York publicity, advertising and exploitation employees at 20th Century-Fox, Columbia Pictures, Metro-Goldwyn-Mayer, Warner Brothers, United Artists and Universal-International.

Berman said Compo's opposition to wage extension was "scrooge-like" and "short-sighted," stating that such a viewpoint 'can bring only harm to our industry by alienating millions of Americans at a time when our industry should be campaigning to attract every potential movie-goer to theatre box offices."

Berman also took exception to an alleged "error" Compo made regarding the Guild. "We want to make it unmistakably clear," Berman said, "that Compo does not represent our organization. We ask that you make certain to point out in any testimony or publicity that Compo does not represent *all* motion picture organizations."

Richard F. Walsh, president of the IATSE, which counts among its members other film publicists, distributors and projectionists, declared:

"The IATSE heartily endorses the AFL-CIO campaign for revision of the Federal Fair Labor Standards Act by raising the minimum wage to at least $1.25 per hour and extending coverage to millions now denied protection of Federal wage and hour legislation. We have supported the AFL-CIO position by action of our own convention, and in various states we have had representatives on minimum wage boards, constantly seeking full minimum-wage protection for *all* employees of the entertainment industry."

Charles E. McCarthy, Compo information director, said at the weekend he had not received a copy of Berman's letter and would reserve comment until he had.

Television Today

TV Regulation

(*Continued from page* 1)

and should be allowed to continue to do so.

"The total task has not been perfected—much more still remains to be done," he said; "in the field of self-regulation this industry can do the job—the job that cannot be done as well by any governmental agency."

McGannon testified in the commission's current hearings on network television programming and advertising. He cautioned the commission against any precipitous or impulsive act, and said the industry should be permitted to show that it can serve the public interest best under the present sysetm of regulation.

"I am confident that the broadcaster is only too keenly aware of the alternative we would probably face if we fail in this new endeavor," he said.

McGannon declared the Television Code Review Board or its staff have recently increased the number of station subscribers to 307, compared with 269 on Nov. 16; arranged to step up monitoring by Broadcast Advertiser Reports to provide about 100,000 hours of monitoring during the current year; set up program monitoring by the code and members of the board.

In addition, he said, the code had established a West Coast office, because "60 per cent of all programming appearing on this year's network's schedules originated in Hollywood and approximately 40 per cent of everything presented on television at large is of similar origination."

The code has also further strengthened its position against the advertising of "intimately personal products on code stations," he added.

CBS Appointments, Promotions in Sales

Several key appointments and promotions in the CBS Television Network Sales Department, topped by the naming of John Karol as vice-president and director of special projects, and of Sam K. Maxwell, Jr., as general sales manager, were announced by William H. Hylan, vice-president of sales administration, and Thomas H. Dawson, vice-president—network sales.

Under the realignment, Karol, who switched to the CBS Television Network from CBS Radio in September of this year as Director of Special Projects is elevated to a vice-presidency. Maxwell, daytime sales manager for the past 18 months, succeeds Edmund C. Bunker as general sales manager. Bunker recently was named vice-president of CBS, in charge of the Washington office.

Other promotions: Joseph N. Curl, an account executive with CBS Television Network Sales since 1957, succeeds Maxwell as daytime sales manager. Theodore F. Shaker, an account executive with CBS Television Network Sales since March 1957, becomes manager of program sales. He replaces Robert B. Hoag, who recently moved to CBS Television, Hollywood, in an executive post in the program department. Alfred J. Harding, an account executive since November 1950, is promoted to the newly-created post of manager, public opinion program sales. Robert F. Jamieson, currently manager of station contacts for CBS Television Network Affiliate Relations, is named to the new post of assistant business manager and direction of station clearances for the Network Sales Department.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Warren Robeson, Times-Republican, Marshalltown, Ia.: Would like to see more "entertainment" shows like Sinatra, Astaire specials—less westerns, drama.

•

George Spray, Daily Pantagraph, Bloomington, Ill.: When the gunsmoke clears and the private eyes have their men, we still find Playhouse 90 at the top.

•

James D. Selk, Racine Journal-Times, Racine, Wis.: Return control of network programming from ad agencies and sponsors to networks.

•

Walter J. Pfister, The Sheboygen Press, Sheboygen, Wis.: All together too many westerns and private eyes on TV. Loud commercials are objectionable.

•

Allison KacKinnon, The Patriot, Charlottetown, Prince Edward Island, Canada: Cut out the canned laughter. We should have more up to the minute news on world affairs.



SOON...FROM 20th...

for selected engagements everywhere!

CLIFFORD ODETS STABS YOU WITH A SCARLET PORTRAIT OF THE STORY THAT SPICED THE FRONT PAGES OF THE NATION!

A NEW IMAGE IN SUSPENSE!



"At 2:00 a.m. you opened the door... you put a gun in your boy friend's hands... one minute later..."

20th Century-Fox presents

RITA HAYWORTH
ANTHONY FRANCIOSA
GIG YOUNG

in JERRY WALD'S production of

The Story On Page One

Written and Directed by
CLIFFORD ODETS

CINEMASCOPE
STEREOPHONIC SOUND

The next reason why the 20th success story is the hottest story in the industry today!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 120 NEW YORK, U.S.A., TUESDAY, DECEMBER 22, 1959 TEN CENTS

Effective Jan. 10

ABC and Rank Circuits Will Up Admissions

Cite Need to Hold Present Level of Revenue as Reason

By WILLIAM PAY

LONDON, Dec. 21.—In an attempt to hold existing levels of revenue, Associated British Cinemas and the Rank Organization — owners of Britain's two largest circuits—have announced increased admission prices from Jan. 10, 1960.

At most cinemas the increase will be threepence (3d) but in a few key theatres it may be as much as sixpence (6d). The prices charged to old age pensioners, and at special performances for boys and girls, will not be affected.

A joint statement by the two or-

(*Continued on page 2*)

'Can-Can' Preview Draws Big Crowd

Special to THE DAILY

SAN FRANCISCO, Dec. 21.—More than 5,000 persons paid their way into the Fox theatre Saturday night after word leaked out that Twentieth Century-Fox was planning to "sneak pre-

(*Continued on page 6*)

AIR Signs Les Baxter for 4 Film Originals

American International Records has signed Les Baxter to compose original scores for four forthcoming films of its parent comany, American International Pictures, Al Simms, AIR general manager, told the trade press here yesterday.

AIR has released its first album,

(*Continued on page 6*)

'Dallas News', 'L. A. Times' In Warning on Censorship

The rising protest against excesses of sex and violence in Hollywood motion pictures, reflected increasingly this year in more and more frequent newspaper editorials, moved into sharp focus in the last two weeks with warning editorials in two newspapers, the *Los Angeles Times* and the *Dallas News*. Both attentions, written more in sorrow than in anger, take on additional importance because both papers have traditionally been more than friendly to the industry.

The *Los Angeles Times* article,

(*Continued on page 6*)

M-G-M, Cinerama Study Three for First Project

M-G-M and Cinerama, Inc. are currently considering three properties for the first film to be made by M-G-M in the three-projector process under the agreement the two companies signed earlier this month, it was learned yesterday.

M-G-M has suggested as possibil-

(*Continued on page 4*)

S.E.C. Suspends Trading In Skiatron Stock

From THE DAILY Bureau

WASHINGTON, Dec. 21. — Trading in Skiatron Electronics and Television stock on the American Stock Exchange and over the counter has

(*Continued on page 7*)

Says Columbia in Good Shape If Strike Comes

Asked about Columbia Pictures' plans in the event of a strike in Hollywood, Leo Jaffe, vice-president and treasurer said yesterday that his company was in very good shape because it had many more important pictures in production abroad than most companies.

He said while they would be hurt in the event of a strike, they would make pictures as best they could, and were in a good position with prominent foreign producers ready to film abroad, if necessary.

'Beach' Grosses Hit $100,000 in 5 Houses

Stanley Kramer's "On The Beach" rolled up record-setting grosses over the weekend in each of its five domestic situations following its simultaneous global premiere last Thursday, it was announced yesterday by Wil-

(*Continued on page 7*)

British Studio, Newsreel Workers Awarded Wage Increases Following Series of Meetings

From THE DAILY Bureau

LONDON, Dec. 21.—Some 3,000 studio and newsreel workers have been awarded wage increases following negotiations between various trade associations and unions. The studio agreement was reached following a series of meetings between the British Film Producers Association and the Federation of British Film Makers on the one side and the Electrical Trades Union and National Association of Theatrical and Kine Employees on the other side when it was announced that "all standard and minimum wage rates shall be increased by 6d. (sixpence) an hour retroactive to Oct. 5, 1959."

7 Executives

Stock Options To Columbia Heads Voted

Stockholders Also Rename Nine Board Directors

By SIDNEY RECHETNIK

Stock options to seven Columbia Pictures, Columbia International and Screen Gems executives were granted by a vote of Columbia stockholders at a meeting at the home office here yesterday. The shareholders also elected nine members to the board of directors, at the meeting, presided over by A. Schneider, president.



A. Schneider

Following some discussion from the floor on the

(*Continued on page 4*)

Columbia Overhead Cut Greater Than Expected

Through its new policy of making deals for product with independent producers, Columbia Pictures reduced its studio overhead last year even more than the 22¼ per cent that had been hoped for, Leo Jaffe, first vice-presi-

(*Continued on page 4*)

No. Central Allied Cautious About Split

Special to THE DAILY

MINNEAPOLIS, Dec. 21.—North Central Allied does not plan to take any immediate action concerning the split in the National Allied directorate which developed at the recent

(*Continued on page 7*)

ADVERTISED IN THE JANUARY ISSUE OF Redbook The Magazine for Young Adults 7,500,000 PRIMARY READERS

METRO GOLDWYN MAYER Presents FRANK SINATRA GINA LOLLOBRIGIDA "NEVER SO FEW" in CinemaScope and METROCOLOR

PERSONAL MENTION

KEN PRICKETT, executive secretary of Independent Theatre Owners of Ohio, Columbus, will leave there tomorrow for Miami, Fla.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, and CHARLES SIMPSON, vice-president, have returned to the Georgia capital following a trip through the southern section of the state.

•

JAMES L. LEADBETTER, operator of the Park Theatre, Browning, Mont., and MRS. LEADBETTER, have left there for Las Vegas and Phoenix.

•

PILADE LEVI, general manager of Paramount Films of Italy, Inc., was married in Rome to CAROL GUADAGNI, daughter of MARQUIS and MARQUISE ZATO GUADAGNI.

•

FRANK HAUSS, business agent for Local 418, IATSE, Camden, N. J., has entered Our Lady of Lourdes Hospital there.

•

SIDNEY POITIER has arrived at his home in White Plains, N. Y., from the Coast.

•

CLIFF PEGG, manager of the Maryland Theatre, Cleveland, has left there for Florida.

•

RAY STARK, producer of Paramount's "The World of Suzie Wong," will arrive in New York today from London.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT · TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • GINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Cleveland Independents Have One-Man-in-Booth

Special to THE DAILY

CLEVELAND, Dec. 21. — Starting Jan. 1, all Greater Cleveland independent subsequent run theatres will be operating with one man in a booth for the first time since 1929. Local 160 and the Cleveland Exhibitors Association, which represents only sub-run independently owned theatres, made an agreement last year to help "disaster" houses by reducing the booth operation to one man. Recently a three-year contract was agreed upon whereby one man will serve in the booths of the five remaining sub-run houses, the Fairmount, Yorktown, Mayland, Lawe and Berea.

All Said to Gain

The new contract was arrived at through negotiations as the result of which both projectionists and theatre owners are said to profit. The result of the negotiations, according to reliable report, is to increase the pay of twelve projectionists in the amount of 15 cents per hour, and an increase of 30 cents an hour for fourteen men. Five men are dropped.

Steisel Heads Film Salesmen of New York

Lou Steisel of Columbia Pictures has been elected president of the Colosseum of Motion Picture Salesmen of New York.

The new vice-president is Sam Rifkin, United Artists; treasurer, John Wenish, Columbia; and secretary, Myron Starr, U.A.

'Page One' World Bow In Boston on Dec. 25

The world premiere of 20th Century-Fox's "The Story on Page One" will be held on Christmas Day at the Astor Theatre in Boston.

The film will then enter a saturation booking in the Los Angeles area on Dec. 30, and will be in general release for January.

Einfeld Returns Here

Charles Einfeld, 20th Century-Fox vice-president returns here today from Hollywood, where he held conferences with other company executives on the lineup of films now shooting or planned. He also attended the first public showing of "Can-Can" in Todd-AO at the Fox Theatre in San Francisco Saturday night.

Alperin Reopens Two

HARTFORD, Dec. 21., — Michael Alperin, industry pioneer, will reopen the long-shuttered Rialto, Windsor Locks, Conn., and Colonial, Southington, Conn., Dec. 24.

Popcorn Harvest Is Down 230,000,000 Lbs.

The United States Agricultural Marketing Service has estimated 1959 popcorn production of 283,000,000 lbs. of ear corn, down 230,000,000 lbs. from the 513,000,000 lbs. harvested in 1958.

Of this year's crop, some still remains in the field because of adverse weather conditions. Reliable industry sources estimate that the amount of popcorn harvested this year will be approximately 50 per cent less than 1958 production. Even with carryover, some types of popcorn may be short due to the drastic drop in production.

Wolfson Won't Serve On TOA Finance Unit

Special to THE DAILY

MIAMI, Fla. Dec. 21 — Mitchell Wolfson, president of Wometco Enterprises Inc., said here today he will be unable to continue to serve as chairman of the finance committee of Theatre Owners of America. His reappointment, announced from New York, "was released in error prior to my acceptance," he said.

Wolfson added: "It is with regret that I am unable to accept the reappointment. The organization is sound financially and the budget for the coming year has already been approved by the board of directors. I want to thank the past committee members, officers, and directors for their splendid cooperation in making this good financial position possible."

Wolcott's Music Post At MGM to Armbruster

From THE DAILY Bureau

HOLLYWOOD, Dec. 21. — Robert Armbruster has been appointed administrator of the Metro-Goldwyn-Mayer studio's music department to succeed immediately Charles Wolcott, who resigned last week to become national secretary of the Baha'sl faith.

Armbruster's administrative experience includes six years as musical director of NBC's Western division.

Seven Join Allied

WASHINGTON, Dec. 21. — Neil Beezley, president of Allied Rocky Mountain Independent Theatres, Inc., has reported to Allied headquarters here the addition of the following members in recent weeks: Elden Menagh, Star Theatre, Ft. Lupton, Col.; Bill Hart, Civic Theatre, Hay Springs, Neb.; Ross Jenkins, Plains Theatre, Rushville, Neb.; Dorrance Schmidt, Trail Theatre, Bridgeport, Neb.; John Burton, Nile Theatre, Mitchell, Neb.; Owen Anderson, Palm Theatre, Bayard, Neb.

ABC and Rank

(*Continued from page* 1)

ganizations said that the downward trend in admissions had been "severely aggravated" by the long, hot summer this year. An essential need for cinemas today is for more improved standards of maintenance and modernization, it was pointed out.

The statement also asserted that the increase would be necessary even if the Chancellor of the Exchequer abolished the entertainments tax in the next Budget. In that case "the industry as a whole would still not be showing a reasonable return on capital employed."

This point was re-emphasized in the case recently submitted to the Chancellor by the All Industry Tax Committee.

Grosses Rose in October

Attendances during October showed an encouraging slight increase. The average weekly admissions totalled 11,800,000 for the month compared with 11,500,000 in September. Gross box-office takings are put at a weekly average of £1,380,000 against a weekly average of £1,340,000 the previous month.

The averages were, however, still below the August level. During that month, the average weekly attendances were 13,000,000, with box-office takings at £1,450,000.

Geoffrey Martin Rejoins Rank in Publicity Post

From THE DAILY Bureau

LONDON, Dec. 21.—Geoffrey Martin has been appointed publicity controller for Rank overseas distribution. He succeeds the late Anthony Downing and returns to the post he held before his departure for the U.S.A. in 1956.

Since the closing down of the Rank Organization's American operation, Martin has devoted much of his time to his activities as overseas promotion executive in charge of Rank's "North West Frontier."

AMPA Party Is Today

The Associated Motion Picture Advertisers 43rd annual Christmas luncheon party will be held today at 12:30 P.M. in the Georgian Room of the Hotel Piccadilly. A bumper crop of door prizes has been collected by the luncheon committee, headed by Hans Barnstyn, for distribution to AMPA members and their guests.

'Journey' Does $30,216

"Journey to the Center of the Earth" grossed $30,216 this past Saturday and Sunday at the Paramount Theatre here, the best weekend at the theatre since "The Young Lions," it was announced by Robert K. Shapiro, managing director.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

For The First Time In History

A World-Wide Premiere...

A WORLD-WIDE BOXOFFICE SMASH!

"ON THE BEACH"

GREGORY PECK • AVA GARDNER • FRED ASTAIRE • ANTHONY PERKINS • IN STANLEY KRAMER'S PRODUCTION OF "ON THE BEACH" INTRODUCING DONNA ANDERSON • SCREENPLAY BY JOHN PAXTON FROM THE NOVEL BY NEVIL SHUTE • PRODUCED AND DIRECTED BY STANLEY KRAMER

THRU UA

Md. County Cuts Amusement Tax Back

Special to THE DAILY

BALTIMORE, Dec. 21. — The legislative committee of Allied Motion Picture Theatre Owners of Maryland, Meyer Leventhal president, has succeeded in having the Anne Arundel County amusement tax revert to its original one-half of one per cent of 1958 from the current year's two per cent. The committee is headed by C. Elmer Nolte, Jr., executive of Durkee Enterprises; with assistance from Lou Gaertner head of Ritz Enterprises and Jack L. Whittle, executive of the association and other officers and members.

Whittle states: "We are in the midst of another tax skirmish with the state whereby we are asking for a reduction in all state licensed theatre taxes to a maximum of $50."

M-G-M Study

(*Continued from page* 1)

ities "Charlemagne, the Great," a spectacle, and "Jumbo," a musical based on the Broadway extravaganza about the circus that featured Jimmy Durante some years ago.

Cinerama, meanwhile, has proposed that the first film be "William the Conqueror," a property it acquired some months back. Since that announcement, however, producer Claude Heilman has undertaken plans for a spectacle film on the same subject to be made as an international cooperative project in conjunction with Technicolor, which will provide part of the financing.

A decision on the first M-G-M-Cinerama film is expected shortly.

Begin Radio Ads for 'Spartacus' on Dec. 30

Universal-International will launch its national advertising campaign on "Partacus," which is not set for release until next summer, with spot radio announcements on New Year's Eve, it was announced by David A. Lipton, vice-president.

Set for the airwaves over a period of several hours, the 10-second spots state "1960 is the year of 'Spartacus' and 'Spartacus' is the motion picture of the year." They will be heard 3,870 different and separate times on 690 stations over three major networks, Lipton said.

Carl A. Mahn Dies

SEATTLE, Dec. 21.—Carl A. Mahn, 56, manager of the Fifth Avenue Theatre here, died following a heart attack. A native of Astoria, Ore., he was formerly purchasing agent for Evergreen Theatres.

E. J. Hunter Dies

COLQUIT, Ga., Dec. 21.—E. J. Hunter, for 20 years owner of the Colquit Theatre here, died at his home following a heart attack.

Stock Options to Columbia Heads Voted

(*Continued from page* 1)

value of granting stock options to company employees, during which Schneider expressed the view that it was "essential for the company to continue to keep its key personnel," and the stock options provided "wonderful incentive," the resolution was passed "overwhelmingly." Approved and ratified were stock options to M. J. Frankovich, Paul N. Lazarus, Jr., Irving Briskin, Burton H. Hanft, Bernard E. Zeeman, Jerome Hyams and Robert Seidelman.

Options Outlined

Options voted were as follows:

To Hanft—initially for 1,500 shares at the initial price of $18.89 per share, exercisable in whole or from time to time in part, after Aug. 10, 1960 until Aug. 31, 1968;

To Frankovich—initially for 3,500 shares at the initial price of $19.95 per share, exercisable in whole or from time to time in part, after Oct. 27, 1960 until Mar. 31, 1969;

To Zeeman—initially for 1,000 shares at the initial price of $17.94 per share, exercisable in whole or from time to time in part, after Dec. 29, 1960 until May 30, 1969;

To Briskin—initially for 7,500 shares at the initial price of $17.94 per share, exercisable in whole or from time to time in part, after Dec. 29, 1960 until May 30, 1969;

To Hyams—initially for 2,500 shares at the initial price of $21.62 per share, exercisable in whole or from time to time in part, after Feb. 3, 1961 until July 31, 1969;

To Lazarus—initially for 3,5(shares at the initial price of $18.7 per share, exercisable in whole from time to time in part, after Marc 1, 1961 until Aug. 31, 1969; and

To Seidelman — initially for 5(shares at the initial price of $16.9 per share, exercisable in whole from time to time in part, after Marc 24, 1961 until Aug. 31, 1969;

Nine Directors Elected

The shareholders elected the fo lowing nine directors, all currentl members of the board: Schneider, Le M. Blancke, A. Montague, Donald S Stralem, Alfred Hart, Abraham M Sonnabend, Mendel B. Silberberg, Le Jaffe and Samuel J. Briskin.

Schneider, before getting to th business of the meeting said that Co lumbia has completed its period c changeover from its policy of com plete studio production to the signin of deals with independent producin companies.

Jaffe, first vice-president and treas urer, outlined the company's produc tion and distribution plans for the nex 13 months, through January, 1962 Jaffe mentioned the company's "dis appointments" in the performance o some of its product during the past 1 to 18 months, but pointed up the nex 12 to 18 months in extremely optimis tic tones.

Wants a 'Reason' for Each Film

"There must be a reason for eac picture being made," he told the share holders, "not only the blockbuster but other pictures as well." He the named and discussed the potentialitie of 39 forthcoming pictures, "three im portant pictures every month in ever year."

Hyams, general manager of Scree Gems, gave a "birdseye view" of ac tivities in the company's televisio field. He said that during the past yea Screen Gems had 10 network shows o the air, and that it had "scored a first for an entertainment company in en tering the field of public affairs an documentary with its recent deal wit ABC-TV and the "Winston Churchil Memoirs." He mentioned he just re turned from the new station in Sal Lake City, KCPX, and that it ap peared to be a "healthy, good opera tion." He also said that Screen Gems was very active in the cartoon field, that the syndication business was big, as was its foreign activities with representation in 30 countries, and with programs translated into eight different languages.

Predicts Big Screen Gems Gross

Schneider reported that Screen Gems would show a gross for the past year of from 35 to 40 million dollars, "closer to 40," he said.

He also said that based on the product outlined by Jaffe the parent company was looking ahead to important profits. Following the meeting, all stockholders who wished were invited to lunch, and a screening of "Suddenly, Last Summer."

Columbia Officers Reelected by Board

The board of directors of Columbia Pictures at its initial meeting following the conclusion of the annual stockholders' meeting yesterday, reelected the following officers of the corporation:

A. Schneider, president; A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; Samuel J. Briskin, vice-president in charge of West Coast activities; Louis J. Barbano, financial vice-president; B. B. Kahane, Paul N. Lazarus, Jr., Rube Jackter, Lacy Kastner, M. J. Frankovich, Mortimer Wormser and Irving Briskin, vice-presidents; Charles Schwartz, secretary; Bernard Birnbaum, assistant secretary and assistant treasurer; Hervey S. Shaw, assistant treasurer; Gordon Stulberg and Duncan G. Cassell, assistant secretaries; Arthur Levy, controller and Leonard Ernst, assistant controller.

The board also declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock of the company payable Feb. 15, 1960 to stockholders of record Feb. 1.

M.P.I. Votes Confidence In Col. Through Reade

During the question-and-answer period at the Columbia Pictures shareholders meeting here yesterday, Walter Reade, president of Motion Picture Investors, took the floor to say that he would not only vote in favor of management in the stock options, but he also approved the presentation of new product, as outlined by Leo Jaffe.

Reade said he and his group would do all in its power for the Columbia product and its management and he wished to help with a "tremendous vote of confidence."

Reade's appearance at this meeting marked the first time that M.P.I. has been represented at a production-distribution company's stockholders meeting since it was formed last summer. M.P.I. was founded with the purpose of giving exhibition a voice in company stockholders meetings in order to influence policy, where possible.

Exhibitors invest in M.P.I. which, in turn, buys stock in producing-distributing companies.

Col. Overhead

(*Continued from page* 1)

dent and treasurer, said here yesterday at a press conference following the stockholders meeting.

In the previous five years, he said, studios overhead amounted to from $1,700,000 to $2,000,000 annually. Sound stages at Columbia have been constantly busy with theatrical and TV filming, he pointed out, and the studio also rented space to producers with other distribution affiliations.



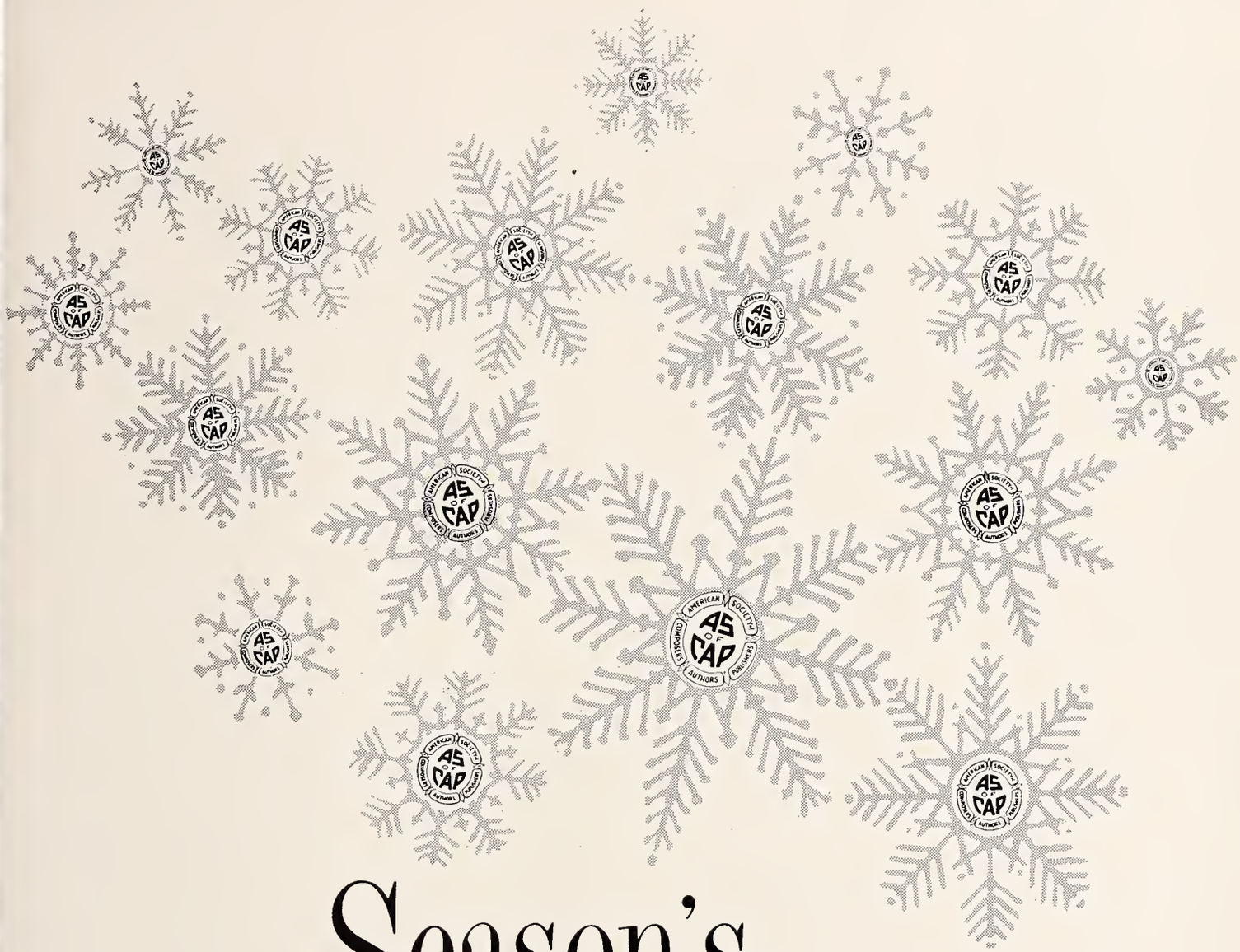
Leo Jaffe

Jaffe said that on the little information he has, and the 6 to 8-week delay in getting foreign grosses, he would venture a "wild, tentative" prediction that the second quarter should be profitable for the company. The first quarter showed a net profit of $886,000.

Jaffe revealed that in the deal with Bing Crosby, Frank Sinatra, Dean Martin and Frank Capra to make "The Jimmy Durante Story," Columbia will pay $1,000,000 for all rights, with the four personalities named to get 75 to 80 per cent of the net profits. He called this a "very good deal."

New 'Operation' Record

"Operation Petticoat" grossed $117,000 on the first four days of its third week at the Radio City Music Hall, Universal said yesterday. Saturday's business was again the biggest single day in the 27-year history of the theatre with the exception of a New Year's Eve, with the $38,294 topping the previous record Saturday of "Operation Petticoat" by almost $300.



Season's Greetings

to all our friends
in the
entertainment
world

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK

Dallas and L.A.

(*Continued from page* 1)

headed "The Foolhardy Movie Producers," declared that Hollywood was "literally daring censorship to do its worst." After commenting on the rising tide of indecency it continued, in part, "These producers apparently resolved not to retire to their old line of defense, self-censorship, which they held successfully for more than two decades. They overtly abandoned that line last month when they rejected a decision of the Production Code Administration in Hollywood. . . . The industry, or part of it, is literally daring censorship to do its worst. All the lessons of the past are forgotten. . . ."

The *Dallas News* editorial, titled "Sex and Violence on the Screen" also pointed out the danger of legislative restriction if the industry does not police itself. It said:

"With the impetus of action by the National Council of Churches of Christ, the drive to censor sex and violence in motion pictures will mount. Hollywood producers fear local and state censorship like the plague because they impose inconsistent standards for production which must necessarily be uniform.

Public Resentment Heavy

"The self-imposed proprietary code, somewhat antiquated in strictures was relaxed. A Supreme Court decision somewhat fortified a right to exhibit anything regardless of local laws, although this has not been fully tested. But there is accumulating public resentment against the concentration of raw sex revelations and bloody violence—and this resentment will implement itself by regulation.

"Hollywood will have only itself to blame. Give it a finger and it will take a hand. On the thinking that all rules are now off, many movie-makers have embraced sex like animals and have flung around gunplay and other tumult like savages. It isn't that Hollywood is convinced that there is money in such things. Each movie-maker knows there is profit in it some of the time and hopes this picture or the next will be his coup. But a pattern results to the shameful prostitution of a valid art form.

Seen Affecting Public Thinking

"When it comes to dramatic violence, one cannot be bloodier than Euripides. When it comes to sex, one could blush at Shakespeare. But literature is one thing and the incessant marketing of uninhibited screen pornography and mayhem is another. For the screen, if it is mankind's best entertainment — as Hollywood boasts—sets a general tone of public thinking.

"If it takes stringent censorship to force the movie-makers into new regard for the nobility of its art, the cure is drastic but may also be worth while. Hollywood will produce another 'Little Women' only when it can no longer produce 'I Was a Teen-Age Monster.' So let it take warning."

REVIEW:

The Gene Krupa Story

Waxman-Columbia

BEATS UP AND DOWN, hot and hotter, pervade the principals and pound at the audience during "The Gene Krupa Story," a steadily mounting melodrama supported by a roster of jazz notables who, accompanying Sal Mineo's really fine performance as the hottest drummer of all, lend appeal and authenticity to a film that should sell solidly on all fronts.

What are reportedly the most important years in Krupa's life—1927-1942—the period which also spans the most fashionable era of American jazz—are treated briskly and sentimentally, allowing the flammable "Geno" his due, from his millions of fans, from his women, from his closest friend and from the marijuana "rap" that seemed to wash him up for good. Generally the story is high-pitched, optimistic and persuasive. Numbers by Anita O'Day, Red Nichols and Shelly Manne are teasers, all right; the film could use more of their "most" sounds. But Producer Philip A. Waxman instead has chosen to deal intensively with Krupa, a symbol of the corruption of fast success, here depicted as a confused, go-for-broke young man who, conversely, is pictured also as a compassionate youngster and a rock of resolution most of the way.

As Krupa, Mineo himself seems to be making it on the drums, and it is to this young actor's credit that patrons probably will assume Mineo's sounds are employed on the sound track. They are not; drums are recorded by Krupa. Moreover, gifted camera work helps to heighten the extreme resemblance between the two.

KRUPA IS THE DREAMY BOY of Chicago who moves out to make the drummer-boy scene in New York during Prohibition. Accompanied by James Darrin, his bandsman friend, and by Susan Kohner who loves him, Geno finds the road to success, even in the speakeasies, full of nails. But after he pounds up an impromptu storm on the drums before the biggest jazz crowd in the East, Geno is given a job by Nichols, and he races off to the record sessions, publicity interviews, cocktail parties and to quite an intimate flirtation with blonde, catish and willing Susan Oliver, who plays vocalist Dorissa Dinell.

Depressed, Miss Kohner returns to Chicago. Geno joins Benny Goodman's band and moves into a penthouse apartment overlooking New York and overlooking, also, Geno's pocketbook. Suddenly short of "kicks," Geno smokes a marijuana cigarette. Later, he is arrested in San Francisco, charged with possession of narcotics, sent away for six months, and returns outside too hot to handle. Unable to find work at any of his old spots, his decline is shamefully rapid, all the way down to strip shows and "square" hotel bands. Finally Tommy Dorsey puts him to work, and Krupa and Manne engage in a magnificent duel of the drums, inciting the audience to exchange its hoots for cheers. Krupa is a success a second time and he wins, for all time, Miss Kohner.

"The Gene Krupa Story," directed by Don Weis, is a rock 'n roll-less film. Its big pitch is to jazz, although Darrin sings a swell oldie, "Let There Be Love," which is a slow ballad reminiscent of the finest of the Thirties, Orin Jannings' screenplay is necessarily quick, flip and amusing, providing Miss Oliver, especially, with several sharp lines.

Running time, 101 minutes. General classification. Release, in December.

SAUL OSTROVE

S. F. 'Can-Can

(*Continued from page* 1)

view" its Todd-AO spectacular, "C Can."

An early line formed in front of t Fox and eventually the box office l up the SRO sign. Applause greet the opening credits and several of t musical numbers, notably the Ad and Eve ballet, the Apache numb and the "I Love Paris" sequence.

Spyros P. Skouras, Twentieth-F president, and Shirley MacLaine, o of the stars of "Can-Can," attend the preview. Others in attendan were Buddy Adler, executive head production; Jack Cummings, the pr ducer; Walter Lang, the directo Charles Einfeld, vice-president; Mu ray Silverstone, international pres dent; Alex Harrison, general sal manager, and C. Glenn Norris ar Martin Moskowitz, assistant gener sales managers.

"Can-Can" will have a series o previews out of town before final edi ing is completed for a March 9 oper ing at the Rivoli Theatre here.

AIR Signs Baxter

(*Continued from page* 1)

"Barbarian," also composed by Ba ter, in connection with AIP's releas of "Goliath and the Barbarians," no in its fourth week at the Rooseve Theatre in Chicago.

The film will have its New Yor multiple first run engagement in 10 theatres on January 6, and AIR ha also released a rock 'n roll 45 RPM with both sides by Baxter and Lenn Adelson, "Goliath, Big Man," an "The Music of Love," both vocals b 17-year-old Judy Harriet with Ha Daniels Orchestra.

AIR, which was formed six month ago, has released about a dozen sin gles to date, mostly rock 'n roll rec ords, although Simms said the com pany is now looking for "good, youn talent" and is not restricting itself t rock 'n roll.

Simms, who returned recently fro a distribution tour of 21 cities, sai AIR plans to issue 10 albums in 196 and about one single record a mont next year.

Milgram Reopening Fox

PHILADELPHIA, Dec. 21.—Davi E. Milgram's Fox Theatre, closed fo a week to allow installation of a larg screen and redecorating, reopens Christmas Day for the local premiere of "Solomon and Sheba." An advance preview the night before will be sponsored by the Brith Sholom Foundation for its charities. The picture will play on a continuous policy.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Sales Offices and Warehouses at
Photographic materials of extraordinary quality for over half a century
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Complete Line of Professional Cine Films

alls Myrick 'Expert' n Small Town Status

Special to THE DAILY

NORTHWOOD, Ia., Dec. 21. — No e knows more than Al Myrick, new esident of Allied States, about the all town exhibition situation of to- y, a membership bulletin of Allied .O. of Iowa, Nebraska, South kota and Mid-Central, declares.

Charlie Jones, executive vice-pres- nt of the organization, of which yrick has been president for the st 11 years, writing in the bulletin ys: "No distributor, no salesman, no ge or small exhibitor is as familiar th the situation as it pertains to all towns today as is Al Myrick. has been in, worked with and per- nally helped literally hundreds of all town theatres in the past three rs. We know of countless small vn theatres which, through his en- siasm and his plan for merchant nsorship of the Trade-at-Home pro- m, whose doors he has helped to open—and many, many more that has helped to continue in operation. "He knows all about $7 gross nights county seat towns, how Saturday ht habits have changed small town atre business, how false clearances d large city saturation bookings have duced many small theatres to rub- . It just could be that Myrick's will that strong voice which might fall on the ears of those who have re- ed to hear. Let there be no doubt to whether we will have a spokes- n who can demand an audience."

orth Central Allied

(*Continued from page* 1)

iami Beach meeting, Frank Mantz- , president of NCA, indicated when estioned here.

He said he understood there was a ssibility of some regional units thdrawing from Allied in protest gainst tactics employed in the elec- n of Al Myrick to the Allied States esidency by the "militant" group directors, in face of the fact that dward Lider, backed by the "mod- ates," was in line of succession for e office.

As a backer of industry conciliation, CE and Compo, Mantzke alligns e North Central unit with the noderates," despite the fact that it as headed for many years by Ben- min Berger, one of the earliest Al- ed "militants."

Mantzke reported that distributors ve been "very cooperative" in han- ling conciliation cases of which he as knowledge. New and helpful earance schedules have been set up e first of the year, as a result of the territory, to go into effect after nciliation of some of the complaints, e said.

hipping Depts. Closed

PHILADELPHIA, Dec. 21.—The al Paramount and M-G-M ex- anges have closed down their shi- ing departments. Film distribution being handled by the Clark Film rvice here.

Skiatron Trading Is Suspended

(*Continued from page* 1)

been suspended for 10 days by order of the Securities and Exchange Commission, and has begun stop-order proceedings against the company pending a hearing in the next few weeks.

The SEC took these steps as a result of its investigation of a stock registration statement filed by Skiatron last August. The statement sought to register 172,242 shares of Skiatron common, of which 125,000 shares were being registered for Matthew Fox, president of Skiatron Television, Inc. . . . with the aim of offering the entire block, including Fox's holdings for public sale.

The SEC declared that an investigation conducted by its staff "tends to show" that the Skiatron Registration statement and various other reports filed by the company with the SEC are "false and misleading." In view of "the serious nature of the deficiencies," the SEC said, "an informed analysis and evaluation of the worth of the Skiatron shares is not possible upon the basis of the public's information."

Followed Investigation

The SEC listed as one deficiency the failure to disclose that certain of the shares registered for Fox were sold before and since the filing of the registration statement, which violates the registration requirement. Other deficiencies were: the failure to disclose that the sale of the unregistered shares "created contingent liabilities in substantial amount"; failure to disclose information relating to Skiatron's activities in exploiting its pay-TV system and its ability to carry forward such exploitation; and the failure to disclose financial resources available to the company.

Period from Dec. 18-27

The order suspending trade in Skiatron stock covers the period from Dec. 18 to Dec. 27, inclusive, and covers both the American Stock Exchange and over-the-counter market. The Commission may, if it chooses, issue similar successive orders suspending trading until such time as it is satisfied with the registration statement.

The stop order, used by the Commission in cases where a registration statement is "materially defective in terms of disclosures of the issue," a Commission official said, will be in effect until the Commission holds a hearing on the question. After the hearing, if the company amends its statement to meet the SEC's criticism, the stop order will be lifted and the company may go ahead with the proposed registration.

Suffered Loss Last Year

Skiatron is the developer of a pay-TV system, and licenses a separate company, Skiatron of America, Inc., to produce programs for the system. Last year it reported a loss of $76,298 on gross income of $330,645.

Arthur Levey, president of Skiatron Electronics and Television Corp., issued the following statement on the S.E.C. action taken in Washington last Friday:

"We believe that the registration statements of this company, prepared by expert legal counsel, fully and accurately reflect the business affairs of the company, and that to our knowledge, no material facts were ever kept from stockholders. Although we are not yet informed of the alleged grounds for *ex parte* action taken by the Commission, we shall cooperate with the Commission, as we have in the past, to satisfy their requirements as promptly as possible."

James N. Ginns Dies; Wilmington Pioneer

Special to THE DAILY

WILMINGTON, Del., Dec. 21.—Funeral services will be held here tomorrow for James Norman Ginns, 85, one of the pioneers in the motion picture business in this area, who died yesterday at his home after a long illness. He had retired many years ago from the motion picture business. He was a resident of this city for 64 years and president of the Wilmington Amusement Co. for over 20 years.

His daughter, Mrs. George M. Schwartz and her husband, are also affiliated with the theatre business in Dover and Smyrna, Del., as is one of his grandchildren. He is also survived by his widow, Mrs. Sallie Topkis Ginns.

Secure Tax Relief In Allentown, Pa.

Special to THE DAILY

ALLENTOWN, Pa., Dec. 21.—The amusement admissions tax of 8 per cent here was eliminated by City Council on all tickets up to 85 cents. Local exhibitors had threatened to close their theatres if the city did not grant some tax relief.

'Beach' Gross

(*Continued from page* 1)

liam J. Heineman, United Artists vice-president.

"On The Beach" amassed a three-day gross of $100,153 for its five domestic premiere engagements, he said.

Setting new theatre highs for a non-holiday weekend, the film registered $25,914 at the Astor Theatre, New York; $31,235 at Chicago's State Lake Theatre; $18,659 at Grauman's Chinese Theatre, Los Angeles; $14,453 at the Keith Theatre, Washington, and $9,892 for two days at the Odeon Theatre, Toronto, which does not schedule Sunday performances.

Announcing the figures, Heineman declared that the grosses are "sensational" in view of the traditionally slack-pre-Christmas holiday season. He pointed out that in many situations the grosses came within a shade of establishing all-time record grosses for the theatre for any period of the year.



'Tis the night before Christmas
And all through the house,
*In thirty eight cities**
They'll roar at "The Mouse!"

*

LOS ANGELES...SAN FRANCISCO...PHILADELPHIA...CLEVELAND
PITTSBURGH...ST. LOUIS...DALLAS...ATLANTA...CINCINNATI
DENVER...BALTIMORE...MINNEAPOLIS...KANSAS CITY
NEW HAVEN...MIAMI...MIAMI BEACH...CORAL GABLES...SALT
LAKE CITY...COLUMBUS...INDIANAPOLIS...SAN ANTONIO
LOUISVILLE...EL PASO...PORTLAND...FORT WORTH...DAYTON
ALBANY...SAN DIEGO...OMAHA...AKRON...TOLEDO...MEMPHIS
MILWAUKEE...

THE MOUSE THAT SOARED

IN WASHINGTON
NOW IN 9th WEEK

IN NEW YORK CITY
NOW IN 9th WEEK

IN BOSTON
NOW IN 7th WEEK

IN CHICAGO
NOW IN 5th WEEK

IN TORONTO
NOW IN 8th WEEK

CARL FOREMAN presents

The MOUSE that ROARED!

IN EASTMAN COLOR
STARRING
PETER SELLERS · JEAN SEBERG

Screenplay by Roger MacDougall and Stanley Mann
From the novel by Leonard Wibberley · Produced by Walter Shenson
Directed by Jack Arnold · a Highroad Production · a Columbia Pictures Release

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 121 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 23, 1959 TEN CENTS

Saturation

P.R. Campaign For '60 Begun In All Media

Press Cooperation Sought, Emphasis on the Up-Beat

By SAUL OSTROVE

(Picture on Page 2)

Using as its slogan, "1960—The Big Year of Motion Pictures," a subcommittee of the Motion Picture Association has begun an extensive all-media public relations campaign which will saturate the nation for the next three months, the trade press was informed yesterday by Si Seadler, subcommittee chairman, and Philip Gerard, who is managing the subcommittee's advertising campaign.

Both men cited "optimism" and "hope" in the industry today, and said now is the "psychological mo-

(*Continued on page 2*)

Pope Establishes Film Library at Vatican

Special to THE DAILY

VATICAN CITY, Dec. 20 (By Air Mail)—Pope John XXIII has established a Vatican film library as the latest addition to the Holy See's ages-old record of civilization. Newsreels, documentaries, art films and television kinescopes will take their place as

(*Continued on page 7*)

Films Updated in Will Rogers Program

The policy of presenting motion pictures regularly, twice a week, as part of the patient rehabilitation and entertainment program at Will Rogers Hospital has been given renewed impetus starting with the holiday season. Pictures of most recent release dates and top box office attractions are available to the hospital.

Projection equipment has been improved in keeping with the new policy, by the timely arrival of two Arcmaster reflectors, contributed by Ben Hopkins of the Indianapolis firm of Hopkins and Woods.

Mayer Charges Sex Trend 'Confuses Liberty with License'; Sees Danger

By CHARLES S. AARONSON

Arthur L. Mayer, veteran industry figure, sharply scored producers who are making pictures today which violate the essentials of good taste, in a speech at the annual AMPA Christmas luncheon at the Hotel Piccadilly yesterday.

Switching the jocular tenor of his remarks to a serious vein, Mayer declared recent censorship victories have caused these producers to confuse liberty with license, and that they have over-stepped the bounds of good taste. Such subject matter as rape, homosexuality and the like are not fit subjects for children, or the teenagers who make up the bulk of the motion picture audience today, he said.

The current undue emphasis on sadism and sex is a short-sighted policy, calculated to do great harm to the

(*Continued on page 6*)

National Board Names 'Nun's Story' Best

"The Nun's Story" has been chosen the best picture of 1959 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures. Fred Zinnemann, its director, was chosen the year's best director.

The Board's list of 1959's ten best

(*Continued on page 6*)

Branson Resigns Post With RKO Pictures

Walter E. Branson will end his long association with RKO-Radio Pictures Jan. 1, it was announced yesterday. Since 1955, he has been vice-president in charge of world-wide distribution.



Walter Branson

In February, 1957, RKO-Radio Pictures closed down its domestic exchanges and discontinued direct distribution to exhibitors. It made arrangements with other distributors for the con-

(*Continued on page 6*)

See $900,000 'U' Net For Fiscal 1959

Universal Pictures Co. will report net profit from operations for the fiscal year ended Oct. 31 of about $900,000, the "Wall Street Journal" said yesterday it had been informed by a company spokesman. For the 1958 fiscal

(*Continued on page 7*)

U.A. Begins Multiple Dates on Bid in S.L.C

Special to THE DAILY

SALT LAKE CITY, Dec. 22. — United Artists will initiate multiple bookings on a bid basis here on Dec. 30 with simultaneous release of a new picture to a downtown theatre and a drive-in theatre. The new policy will

(*Continued on page 7*)

Rank Organization to Open First New Theatre To Be Built in Britain Since End of War

From THE DAILY Bureau

LONDON, Dec. 22.—The Rank Organisation is to open its first completely new theatre built in Britain since the end of the war at Harlow in Essex on February 1. (Other post-war openings were the completion of projects commenced prior to the war or the re-instatement of war damage.)

This new theatre will seat 1,250 and will have many new features. It is a single-story structure with the projection room situated above the rear stalls entrance.

Philips 'multi-purpose' 70/35mm Todd-AO projectors will be installed and complete sound equipment will be provided by Rank Precision Industries. This will include a stereophonic amplification system for four and six track magnetic film. There will be ten auditorium 'effects' speakers.

Decision Made

Retirement From Allied Sure: Myers

Wants 'Out' Ere Summer; Bars Consultative Post

From THE DAILY Bureau

WASHINGTON, Dec. 22. — Abram F. Myers said today he doesn't want to "go through another summer" as chairman and general counsel of Allied States.



A. F. Myers

The veteran Allied leader also indicated that his retirement from the national exhibitor organization will eschew all advisory or consultative ties that might be proffered him.

"I don't want to remain around on a consultative basis," he said.

Myers suggested that Allied would do well to select a younger man and begin training him to take over the

(*Continued on page 6*)

Snow Storm Puts Off Jersey Allied Meeting

The special membership meeting of New Jersey Allied which had been scheduled for yesterday to consider a course of action as a result of the split in the national Allied directorate at the recent Miami Beach meeting was postponed to Jan. 5.

The postponement resulted from

(*Continued on page 7*)

Fox Names Selsman Trade Press Contact

Michael Selsman, who during the past five years has held various publicity-advertising posts at 20th Century-Fox, has been named trade press contact for the company, it was dis-

(*Continued on page 7*)

TELEVISION TODAY—page 7

PERSONAL MENTION

WILLIAM ELDER, Loew's Theatres division manager, was in Buffalo and Niagara Falls this week from Boston.

•

JEFF LIVINGSTON, Universal-International executive coordinator of sales and advertising, will return to New York today from Hollywood.

•

JAMES HILL, producer of "The Unforgiven" for United Artists, will return to Hollywood today from London.

•

PHILIP A. WAXMAN, producer of Columbia's "The Gene Krupa Story," KRUPA himself, and SAL MINEO, who portrays the drummer in the film, have arrived in Boston from the Coast to attend today's premiere of the picture.

•

THOMAS P. TIDWELL, 20th Century-Fox manager in Jacksonville, has returned there with MRS. TIDWELL from Texas.

•

RICK SHAMBROOM, merchandising manager of *Redbook*, will leave here tomorrow for the Mt. Snow Ski School at West Dover, Vt.

•

ROBERT ALDRICH, director, will return to Hollywood on Monday from Europe.

Warren 'Ben-Hur' Guest

SAN FRANCISCO, Dec. 22.—Earl Warren, Chief Justice of the U. S. Supreme Court; Gov. Pat Brown of California, and actor Stephen Boyd headed the list of celebrities attending the opening here tonight of MGM's "Ben-Hur."

Roxy Books 'Gazebo'

M-G-M's "The Gazebo," starring Glenn Ford and Debbie Reynolds, will be the next attraction at the Roxy Theatre here, following "Li'l Abner."

get your message across with

SPECIAL TRAILERS

by

national screen service



Philip Gerard, U-I eastern advertising and publicity director; Silas Seadler, MGM eastern advertising director, and Ted Baldwin, coordinator of the institutional campaign, at the press conference yesterday.

P.R. Campaign for '60 Begun

(*Continued from page* 1)

ment' for the publicity drive to move into high gear.

"Producers and exhibitors are more optimistic than they have been in years," Seadler said. "Business for the first 10 months of 1959 indicates the presence and spirit of 'upbeat' is upon the industry again."

Press Cooperation Sought

Daily newspapers, business papers and magazines, teen-age and womens' periodicals, it is hoped, will cooperate with MPA in "planting" upbeat industry stories. At least 311 dailies with circulations above 50,000 have been asked to participate in the campaign, and more than 5,000 radio and television stations will also take part, Seadler said.

Robert S. Ferguson is chairman of the radio and television publicity staff of the subcommittee.

Industry groups aiding the MPA drive include Theatre Owners of America, Compo and several independent film organizations, the chairman added.

Locally, according to Ted Baldwin, MPA program coordinator, *The Wall Street Journal, The Times, Herald Tribune, Journal-American* and *Daily News* have all assisted in the publications' part of the campaign or have expressed their intention to do so. United Press International will use a "pickup" for its end-of-year industry roundup, Baldwin added.

Points to Changes in Industry

"The national press hasn't really caught on to the changes that have taken place in the industry this year," Gerard said. "Now we think general and special news publications are finally coming around to our way of thinking, and we hope to get them to stop singing the blues, not by paid announcements but through publication of straight facts.

"To date," Gerard continued, "year-end roundup stories, and stories of the decade now ending, have been optimistic. We've got the product on hand and we don't have to depend on fulfilling promises."

Gerard said the present campaign, in relative terms, is "not expensive."

The subcommittee intends also to communicate to the film public the fact that 1960 will produce films made all over the world. Special window displays exploiting international film-making will be initiated, the first of them next Tuesday at Cook's on Fifth Avenue.

'Filmed on Location' Stressed

In its "key product" listing for 1960, the subcommittee is pointing to 27 productions from nine American companies, and is stressing the "filmed on location" element of each production.

Schine Limited to Two Theatres in Rochester

Special to THE DAILY

BUFFALO, Dec. 22.—Schine Theatres, Inc., has been limited to two theatres in Rochester, N. Y., under the latest Federal Court order in the long anti-trust litigation.

Federal Judge Harold P. Burke has directed that the circuit limit its Rochester holdings to the Monroe and Riviera Theatres, and that only one of them may be operated as a second-run theatre at a time. Schine has seven theatres there currently.

At the same time Judge Burke has approved the sale of the Liberty Theatre in Rochester to the Genesee Valley Union Trust Co. This is one of two theatres the court has granted permission to be sold for non-theatrical use. The remaining three theatres in Rochester presumably have to be closed or disposed of for some non-theatrical use also.

Film Ads Censored By Wilmington Papers

Special to THE DAILY

WILMINGTON, Dec. 22—Restrictions on motion picture advertising copy and art have been imposed on local theatres by the *Wilmington Morning News* and the *Journal Evening*, the papers claiming that theatre copy of late has been "sexy" and "suggestive."

Accompanying a letter of policy regarding theatre advertising copy, the News-Journal Co. has also sent theatre managers an excerpt from *Printers' Ink* magazine of Nov. 27, which "points very definitely to a governmental crackdown on movie newspaper advertising from the standpoint of over-emphasis on sex."

Would 'Heed These Warnings'

"We believe," the News-Journal Co. wrote, "it is better to heed these warnings now rather than become involved in investigations and having our readers and the religious groups in the community register complaints with our newspapers which could lead to public denouncement."

The newspapers have for the first time in 25 years been censoring local theatre advertising. Mats or glossy prints which show people too sparsely dressed, or in poses termed "sexy," are no longer being accepted for publication.

Ernest P. Clay Dies; Pioneer Ga. Exhibitor

Special to THE DAILY

ATLANTA, Dec. 22. — Ernest P. Clay, for many years the owner of motion picture theatres in Georgia communities, died here at the age of 67. He was a pioneer in bringing film houses to small Georgia towns.

Initially, Clay toured the Georgia rural areas, showing films in tents, and many citizens of rural Georgia got their first look at a motion picture at one of his shows. In 1934 he settled in McDonough and opened the McDonough theatre there, later establishing theatres in Woodbury and Hampton.

Surviving are a daughter, a son and four grandchildren.

JF FILM SERVICE

extends its heartiest Season's Greetings to all its friends

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

'Suddenly, Last Summer' Blazes on Broadway

A SNOW-CHILLED New York was set ablaze last night by the spectacular world premiere of Sam Spiegel's "Suddenly, Last Summer," starring Elizabeth Taylor, Montgomery Clift and Katharine Hepburn. The Columbia Pictures release had a dual debut with a star-studded invitational premiere at the Criterion Theatre and a simultaneous public showing at the Sutton Theatre. Thousands of onlookers lined the streets outside the Criterion as more than 1,600 entertainment world celebrities, film industry executives, civic and social dignitaries and top press representatives arrived for the premiere. "Suddenly, Last Summer" has been acclaimed as an outstanding contender for this year's Academy Award honors. The film marks Sam Spiegel's first production since his multiple Academy Award-winning "Bridge on the River Kwai." Prior to the New York premieres, a special invitational preview of the film was held at the Screen Directors Guild Theatre in Hollywood.



Vitally interested in the premiere proceedings are Sam Spiegel, producer of "Suddenly, Last Summer," and Abe Schneider, president of Columbia Pictures.



Joseph L. Mankiewicz, who directed "Suddenly, Last Summer," and Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity.



Abe Montague, executive vice-president of Columbia Pictures, and Charles Moss, head of the B. S. Moss Circuit, which operates the Criterion Theatre.



Actress Joanne Woodward is shown here with Gore Vidal, who co-authored the screenplay of "Suddenly, Last Summer" with Tennessee Williams.

IN HOLLYWOOD . . .



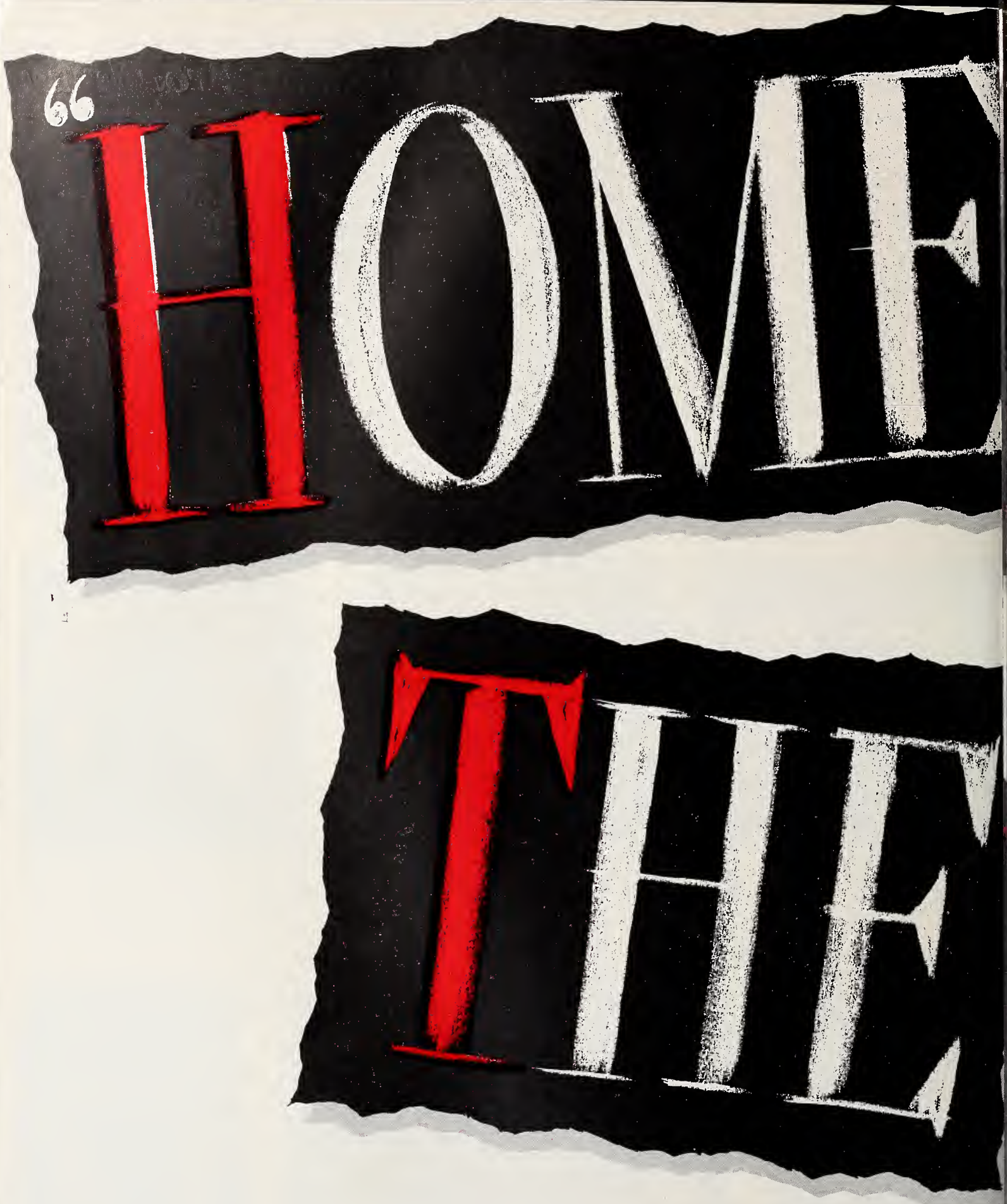
Clark Gable and his wife, Kay Spreckles, arrive at the Hollywood preview of "Suddenly, Last Summer."

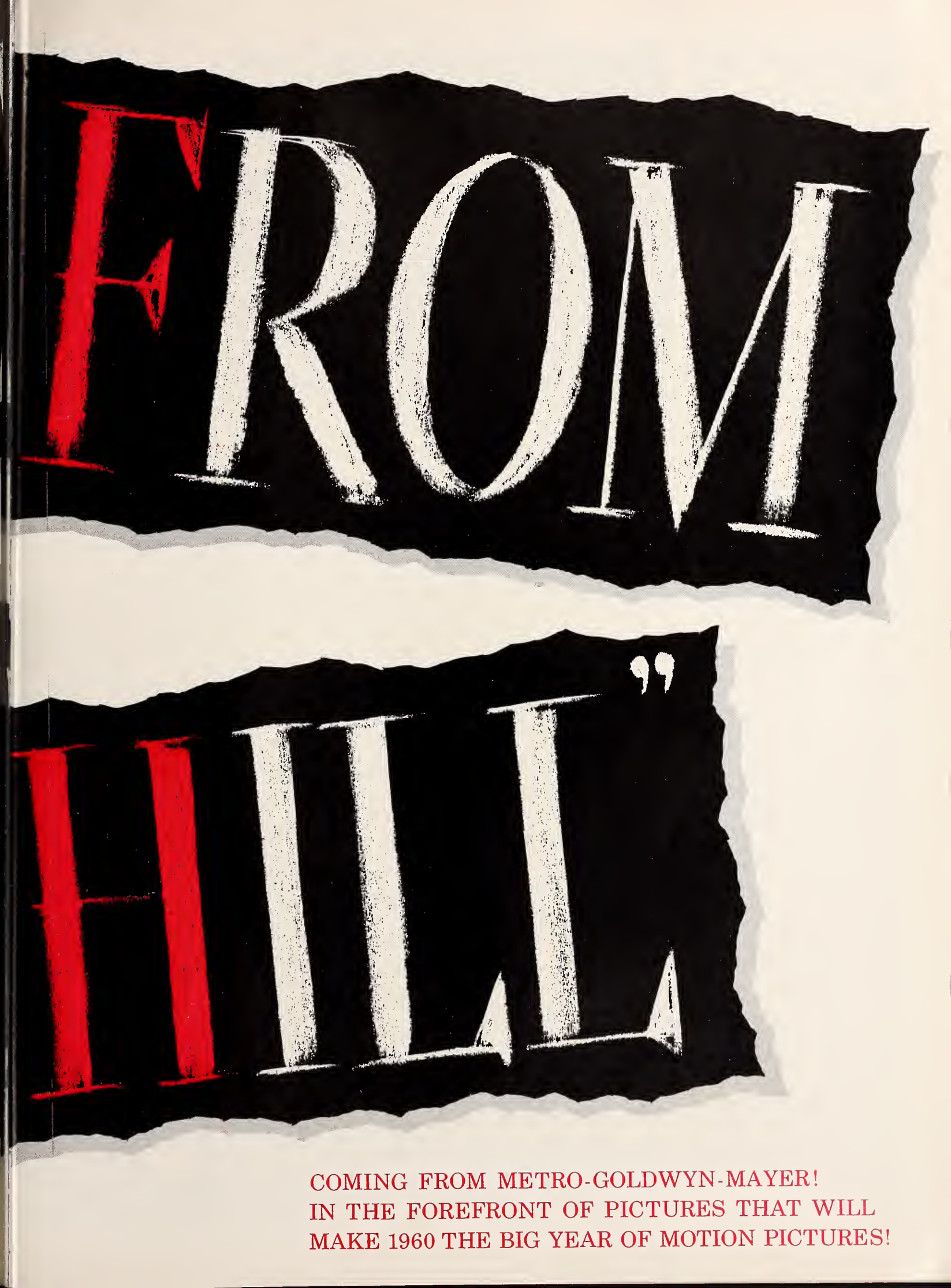


Elizabeth Taylor, co-star of the film, is photographed with her husband, Eddie Fisher, and noted playwright Tennessee Williams, who authored the play upon which the motion picture is based.



Producer George Sidney and his wife were among the celebrities at the special invitational Hollywood preview.


HOME
THE



COMING FROM METRO-GOLDWYN-MAYER!
IN THE FOREFRONT OF PICTURES THAT WILL
MAKE 1960 THE BIG YEAR OF MOTION PICTURES!



Myers Retires

(*Continued from page* 1)

chief administrative functions for the organization.

"He needn't necessarily be a lawyer" Myers, who is a practicing attorney said. "He could be an exhibitor, or something else. But the important thing is that his training should be started as soon as possible in order that he will be prepared to take over the responsibilities of the office in a few months."

Myers added that his successor could obtain invaluable assistance from Mrs. Bertha Taylor, his secretary for many years and who is thoroughly familiar with Allied States activities.

When Myers' probable retirement was rumored early this year he said that while he and his wife, also an attorney, had planned for some time to retire to their country home on Maryland's Eastern Shore, their plans were not yet definite and, he added, "I certainly won't leave while Allied's 'white paper' campaign remains unresolved."

Allied Voted Continuance

Allied's recent Miami Beach convention voted to continue the "white paper" campaign, presumably by seeking a hearing by the judiciary committee of either the House or Senate of Allied charges that the Department of Justice has been lax in enforcement of the industry consent decrees. A grass roots campaign by Allied members to obtain Congressional backing for the "white paper" objectives also was approved.

Thus, indications are that Myers is retiring sooner than he planned a year ago. Whether or not the recent split in Allied militant and conservative board factions influenced his decision is not known. However, Independent Exhibitors of New England, an Allied affiliate, announced after a recent board meeting that it was deferring action on its future relations with the national organization pending developments on reports of Myers' planned retirement.

Other Allied organizations are known to have feelings on the subject.

General Counsel Since 1932

Myers, now 70, helped found Allied and was its first president, serving three terms from 1929 through 1931, while concurrently acting as general counsel. He became chairman of the board and general counsel of the association in 1932.



ATTENDING THE FIRST public showing of 20th Century-Fox's "Can-Can" in Todd-AO at the Fox Theatre in San Francisco: George Killian, president of the American President Lines; San Francisco Mayor George Christopher; Mrs. Buddy Adler; Spyros P. Skouras, 20th-Fox president; Mrs. Christopher; and Buddy Adler, 20th-Fox head of production.

'Nun's Story'

(*Continued from page* 1)

movies: 1) "The Nun's Story"; 2) "Ben-Hur"; 3) "Anatomy of a Murder"; 4) "The Diary of Anne Frank"; 5) "Middle of the Night;" 6) "The Man Who Understood Women"; 7) "Some Like It Hot"; 8) "Suddenly, Last Summer"; 9) "On the Beach"; 10) "North by Northwest."

'Strawberries' Honored

The Board chose "Wild Strawberries" as the best foreign picture of the year and cited the following other foreign pictures: 2) "Room at the Top"; 3) "Aparajito"; 4) "The Roof"; 5) "Look Back in Anger."

Simone Signoret was voted the year's best actress for her performance in "Room at the Top" and Victor Seastrom the best actor for his performance in "Wild Strawberries."

Dame Edith Evans was voted the best supporting actress for her performance in "The Nun's Story," and Hugh Griffith the best supporting actor for his in "Ben-Hur."

Two Special Citations

The Board gave two special citations. The first was to Ingmar Bergman for his versatility as a director and script-writer and for his handling of unusual subject matter. The second was to Andrew Marton and Yakima Canutt for their direction of the chariot race in "Ben-Hur."

Branson Resigns

(*Continued from page* 1)

tinued distribution of its product, followed by similar action on overseas sales in 1958, with Branson functioning as supervisor.

Now that the supervision of the balance of the work has been turned over to others, Branson plans to devote himself to the development of his own plans, it was stated.

'Li'l Abner' Opening Grosses Big Everywhere

Panama-Frank's "Li'l Abner" is setting a fast pace, despite inclement weather in many localities, in the first of its more than 400 scheduled holiday engagements, Paramount reported yesterday. Typical early gross reports follow.

Representative "Abner" grosses are: Albee, Cincinnati, $8,692, first four days; State, Cleveland, $9,789, first four days; Stanley, Pittsburgh, $12,722, first four days; Towne, Milwaukee, $7,200, first five days; Fox, St. Louis, $9,441, first three days; Michigan, Detroit, $15,729, first five days.

Also, Capitol, Salt Lake City, $7,057, first four days; Orpheum, Omaha, $6,038, first four days; State, Minneapolis, $10,005, first four days; Keith's, Syracuse, $7,092, first five days; Broad, Columbus, $4,994, first four days; Lincoln, Trenton, N.J., $6,144, first five days; Rialto, Allentown, Pa., $2,198, first three days.

'Li'l Abner' Drive On

Major tv and radio advertising campaigns for Panama-Frank's "Li'l Abner" are now underway, launching its 400 Christmas-New Year's engagements. Special tv trailers and radio spots have been prepared, underscoring the theme "Li'l Abner Comes Alive." The announcements are being programmed around the most popular shows in each situation. Time is divided between kiddie programs, adult shows and family specials.

'Rookie' Premiere Set

The world premiere of 20th Century-Fox's "The Rookie" will be held on Christmas Day at the Utah Theatre, Salt Lake City. Additionally, the company has booked the film for special New Year's Eve engagements at selected theatres throughout the U.S.

West Orange Theatre Wil Show Only Approved Film

Special to THE DAILY

WEST ORANGE, N. J., Dec. 5 — A West Orange theatre, The I house, has become the first in Newark archdiocese to respond request of an archdiocesan agenc show only morally approved film a matter of policy.

The request is being circulated the Newark Archdiocesan Office Communications and Entertainm It asks theatre managers to book films rated A-1 (morally unobjectable for everyone), A-2 (approved adults and adolescents) and A-3 proved for adults), by the Nation gion of Decency.

Mayer Charge

(*Continued from page* 1)

industry, and leading inevitably it is not curbed, to public demand censorship, classification of films, similar restrictions on production fr outside. Such conduct, if uncheck could well lead to industry self- struction, Mayer said. Ultimately, t pictures of this nature will experie a decidedly adverse reaction at the office.

The motion picture industry, s he, has a specific "cultural resp sibility" which must not be ignor Referring to a recent observation t the industry has a "circus ba ground," Mayer retorted that "sawdust in its blood" must not permitted to become "sawdust in brain," and like the circus acrob the film industry is now "walking tightrope" in the public view. He ferred also to another recent rema about "frightened people" talki about the dangers inherent in the c rent production of questionable fil and declared that people, parents pecially, may well be "frightened" the film fare offered for their childr to see.

Mayer called for a careful adh ence to the dictates of good taste the production of films for the ma audience, and concluded with the o servation that what is good for Am ica is good for the motion pictu industry.

Bob Montgomery, president AMPA, presided at the luncheo marked by the annual presentation numerous gifts, in the form of do prizes.



niversal Net

(*Continued from page* 1)

r, Universal reported a net loss of 020,055.

otal profit for 1959 will amount about $4,600,000, after including fit of $3,667,387 from the sale of studio property a year ago.

n the first quarter of the 1959 fiscal r Universal had an operating loss $864,000. In the second quarter it wed a profit of $331,310; a profit $638,000 for the third quarter, and ndicated profit of $795,000 for the l quarter, for which figures are not complete.

n the current quarter, the first of 1960 fiscal year, operating profits continuing at a "substantial" rate. mprovement in the company's ition is credited to the success of itation of Life," "This Earth Is ne," "The Perfect Furlough" and low Talk," with earnings from the er and from "Operation Petticoat" ected to swell current quarter earn- s. "Imitation" did $6,000,000 do- tic, and "Pillow" is expected to gross "The Glenn Miller Story," versal's record release with $7,- ,000.

tican Film Library

(*Continued from page* 1)

orical documents along with the collection of books and ancient nuscripts of the famed Vatican rary.

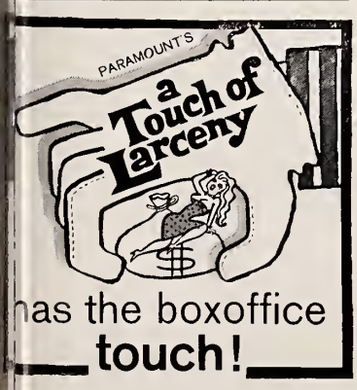
The Vatican film library will be er the direction of the Pontifical mmission for Motion Pictures, Radio television, of which the president Archbishop Martin J. O'Connor, or of the North American College Rome.

The new library will deal mainly h the preservation of films about life of the Church. These will in- le films on the popes, their repre- tatives and the Church adminis- ion; the apostolic, charitable, and ural activities of the Church, and gion throughout the world.

ilms on art and culture in general come within the library's scope.

inese Feature Started

he Cathay Organization has started duction, in Singapore, of the first length Chinese-language feature to be made in Malaya. Titled n City," it deals with life in Sing- re and of teen-agers struggle for ving in an otherwise happy and tented family.



AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IN A NEW move to provide added flexibility and improve service to ABC network clients, Si B. Siegel has named Bernard I. Paulson to head the Production Services Dept. Paulson will report to Frank Marx, veep in charge of engineering. . . . F. Sinatra's Feb. 15 Timex ABCorker, will feature four famous distaffers; Eleanor Roosevelt, Lena Horne, Juliet Prowse and a fourth which will be announced later. . . . Harold J. Klein, formerly with J J Theatres of N.Y. and associated with ABC Films since last May, has been upped to veep in charge of the firm's business affairs. . . . Prexy Maurice Levy of Eastern Effects, Inc. pridefully shows us several pix of his newly-constructed film optical bench which boasts one of the first major advances in the field in many a year; the new revision enables the technician to reduce or enlarge 20 diameters while maintaining automatic focus and aperture control; provides new light source for complete even field of light; makes it possible to spin live action scenes without use of many prisms; also will cut by many hours the delivery time of optical effects negatives. Joe (Dupont) Dougherty, after witnessing a demonstration this week of the bench remarked- quote:—"This bench is great and the Russians will probably "invent" this "soon." unquote: . . . Director Dick Schneider will bring his "Dough-Re-Mi" NBCast to Macy's next week (Dec. 23-24 shows) where moppets will vie for gifas and prizes instead of dough. (Like TOY-re-mi No?) . . . Howcome the delightfully-talented warbler, Pat Windsor, isn't given more guestints on the nets? Her thrilling trilling is a nitely feature at Jack Silverman's International bistro on Broadway. . . . Producer Robert Saudek has signed Hal Holbrook to star in "Roughing It," based on Mark Twain's experiences in Nevada during the Gold Rush days. Star of the NBC-TVehicle, Holbrook, has been charming audiences from coast to coast with his eloquent impersonation of Twain. Program is skedded for Friday, May 13, the 50th anniversary of the death of Samuel Langhorne Clemens (Mark Twain.) . . .

☆ ☆ ☆

"Close up of 1960," honoring Arthur Godfrey will be held at the Astor Hotel Friday, January 8 instead of the Waldorf-Astoria as originally planned, it was announced by Prexy Walter Cronkite of the Acad. of TV Arts and Sciences. . . . Maestro-Composer Paul Taubman and his charming wife spending the holidays in Miami Beach where he'll be guest conductor of the Florida Symphony Orchestra in the annual Christmas Pageant. Incidentally, Paul, there is some talk around town that the "Bride & Groom" TVehicle may return to the nets. . . . Tony Cabot, composer-conductor at the Hawaiian Room of the Hotel Lexington in Gotham, will guest on the "Joe Franklin Show," Tuesday, Dec. 29 TVia WABC.

'The Day of the Gun' For Bryna-Universal

Negotiations have been completed between Kirk Douglas's Bryna Co. and Universal International for the production of "The Day of the Gun," to star Douglas and Rock Hudson, and to be directed by Robert Aldrich. The film will be shot entirely in Mexico, starting in March. Producers will be Eugene Frank and Edward Lewis, vice-president of Bryna.

Podhorzer Named Agent

Munio Podhorzer, president of Casino Film Exchange here and for 25 years active as importer, distributor and exhibitor in the New York area, has been appointed U.S. representative for Franco-London Film, S. A., Paris, it was announced yesterday by Henry Deutschmeister, president of the latter company. Podhorzer succeeds H. Edwards, who is retiring after many years as the Franco-London representative to the industry in this country.

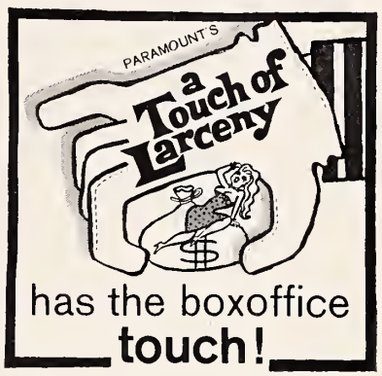
20th Sets 'Page One' Fashion House Tie-In

20th Century-Fox has formulated an elaborate merchandising tie-in with Kay Windsor Fashions of New York, whereby "The Story on Page One" will be brought into more than 250,000 homes next month.

The dress manufacturer and marketer will provide special labels on its new winter line numbering over a quarter of a million garments, using the slogan "This year, Kay Windsor is 'The Story On Page One'."

In addition, the fashion house will embark on a lavish full-scale advertising campaign in newspapers, national magazines, garment industry publications and women's press in key cities where the Jerry Wald production will open in selected engagements in early January.

Kay Windsor's sales representatives across the country, and top department store promotional personnel also will join with 20th-Fox's special advertising-publicity managers in every city in working out promotion.



Jersey Allied

(*Continued from page* 1)

disrupted transportation following the 18-hour snow storm of Monday and early yesterday which kept all but the hardiest Jerseyites from getting to the meeting in the organization's Manhattan headquarters.

The meeting is scheduled to express the wishes of the membership on the reappointment of Irving Dollinger as Allied's alternate on the American Congress of Exhibitors executive committee. Al Myrick, Allied president, recently reappointed Dollinger to the post and the latter accepted subject to the approval of New Jersey Allied.

The organization also is expected to petition national Allied directors for a special meeting Feb. 1 to clarify the organization's plans and policies.

U.A. Begins Dates

(*Continued from page* 1)

be inaugurated with "Happy Anniversary" playing at the downtown Lyric Theatre and the Park-Vu Drive-in Theatre.

Multiple bookings have been carried out before in the Salt Lake area in theatres under the same ownership but never before on a competitive bid basis covering all new releases. United Artists' new policy will involve one drive-in theatre east and one west of State Street for simultaneous bookings with a downtown theatre.

Fox Names Selsman

(*Continued from page* 1)

closed yesterday by Edward E. Sullivan, publicity director.

In his new post Selsman succeeds Jack Brodsky, whose promotion to the position of New York press representative for the company was announced on Monday.

William A. Smith Dies; Was Equipment Official

Special to THE DAILY

ALLENTOWN, Pa., Dec 22. — Funeral services have been held here for William A. Smith, Sr., retired plant superintendent of Automatic Devices Co., and a well-known figure in the field of curtain machines and controls for theatrical stages. He is survived by his widow and a son, William, Jr., who succeeded him in his work at A. D.C.



Myers Retires

(*Continued from page* 1)

chief administrative functions for the organization.

"He needn't necessarily be a lawyer" Myers, who is a practicing attorney said. "He could be an exhibitor, or something else. But the important thing is that his training should be started as soon as possible in order that he will be prepared to take over the responsibilities of the office in a few months."

Myers added that his successor could obtain invaluable assistance from Mrs. Bertha Taylor, his secretary for many years and who is thoroughly familiar with Allied States activities.

When Myers' probable retirement was rumored early this year he said that while he and his wife, also an attorney, had planned for some time to retire to their country home on Maryland's Eastern Shore, their plans were not yet definite and, he added, "I certainly won't leave while Allied's 'white paper' campaign remains unresolved."

Allied Voted Continuance

Allied's recent Miami Beach convention voted to continue the "white paper" campaign, presumably by seeking a hearing by the judiciary committee of either the House or Senate of Allied charges that the Department of Justice has been lax in enforcement of the industry consent decrees. A grass roots campaign by Allied members to obtain Congressional backing for the "white paper" objectives also was approved.

Thus, indications are that Myers is retiring sooner than he planned a year ago. Whether or not the recent split in Allied militant and conservative board factions influenced his decision is not known. However, Independent Exhibitors of New England, an Allied affiliate, announced after a recent board meeting that it was deferring action on its future relations with the national organization pending developments on reports of Myers' planned retirement.

Other Allied organizations are known to have feelings on the subject.

General Counsel Since 1932

Myers, now 70, helped found Allied and was its first president, serving three terms from 1929 through 1931, while concurrently acting as general counsel. He became chairman of the board and general counsel of the association in 1932.



ATTENDING THE FIRST public showing of 20th Century-Fox's "Can-Can" in Todd-AO at the Fox Theatre in San Francisco: George Killian, president of the American President Lines; San Francisco Mayor George Christopher; Mrs. Buddy Adler; Spyros P. Skouras, 20th-Fox president; Mrs. Christopher; and Buddy Adler, 20th-Fox head of production.

'Nun's Story'

(*Continued from page* 1)

movies: 1) "The Nun's Story"; 2) "Ben-Hur"; 3) "Anatomy of a Murder"; 4) "The Diary of Anne Frank"; 5) "Middle of the Night;" 6) "The Man Who Understood Women"; 7) "Some Like It Hot"; 8) "Suddenly, Last Summer"; 9) "On the Beach"; 10) "North by Northwest."

'Strawberries' Honored

The Board chose "Wild Strawberries" as the best foreign picture of the year and cited the following other foreign pictures: 2) "Room at the Top"; 3) "Aparajito"; 4) "The Roof"; 5) "Look Back in Anger."

Simone Signoret was voted the year's best actress for her performance in "Room at the Top" and Victor Seastrom the best actor for his performance in "Wild Strawberries."

Dame Edith Evans was voted the best supporting actress for her performance in "The Nun's Story," and Hugh Griffith the best supporting actor for his in "Ben-Hur."

Two Special Citations

The Board gave two special citations. The first was to Ingmar Bergman for his versatility as a director and script-writer and for his handling of unusual subject matter. The second was to Andrew Marton and Yakima Canutt for their direction of the chariot race in "Ben-Hur."

Branson Resigns

(*Continued from page* 1)

tinued distribution of its product, followed by similar action on overseas sales in 1958, with Branson functioning as supervisor.

Now that the supervision of the balance of the work has been turned over to others, Branson plans to devote himself to the development of his own plans, it was stated.

'Li'l Abner' Opening Grosses Big Everywhere

Panama-Frank's "Li'l Abner" is setting a fast pace, despite inclement weather in many localities, in the first of its more than 400 scheduled holiday engagements, Paramount reported yesterday. Typical early gross reports follow.

Representative "Abner" grosses are: Albee, Cincinnati, $8,692, first four days; State, Cleveland, $9,789, first four days; Stanley, Pittsburgh, $12,722, first four days; Towne, Milwaukee, $7,200, first five days; Fox, St. Louis, $9,441, first three days; Michigan, Detroit, $15,729, first five days.

Also, Capitol, Salt Lake City, $7,057, first four days; Orpheum, Omaha, $6,038, first four days; State, Minneapolis, $10,005, first four days; Keith's, Syracuse, $7,092, first five days; Broad, Columbus, $4,994, first four days; Lincoln, Trenton, N.J., $6,144, first five days; Rialto, Allentown, Pa., $2,198, first three days.

'Li'l Abner' Drive On

Major tv and radio advertising campaigns for Panama-Frank's "Li'l Abner" are now underway, launching its 400 Christmas-New Year's engagements. Special tv trailers and radio spots have been prepared, underscoring the theme "Li'l Abner Comes Alive." The announcements are being programmed around the most popular shows in each situation. Time is divided between kiddie programs, adult shows and family specials.

'Rookie' Premiere Set

The world premiere of 20th Century-Fox's "The Rookie" will be held on Christmas Day at the Utah Theatre, Salt Lake City. Additionally, the company has booked the film for special New Year's Eve engagements at selected theatres throughout the U.S.

West Orange Theatre Wil Show Only Approved Film

Special to THE DAILY

WEST ORANGE, N. J., Dec. 2 — A West Orange theatre, The F y- house, has become the first in e Newark archdiocese to respond t a request of an archdiocesan agenc to show only morally approved film as a matter of policy.

The request is being circulated y the Newark Archdiocesan Office of Communications and Entertainm t. It asks theatre managers to book y films rated A-1 (morally unobject t- able for everyone), A-2 (approved r adults and adolescents) and A-3 t- proved for adults), by the Nation g- gion of Decency.

Mayer Charge

(*Continued from page* 1)

industry, and leading inevitably, f it is not curbed, to public demand r censorship, classification of films, a similar restrictions on production fr outside. Such conduct, if uncheck could well lead to industry self- struction, Mayer said. Ultimately, t pictures of this nature will experien a decidedly adverse reaction at the b office.

The motion picture industry, s he, has a specific "cultural respo sibility" which must not be ignor Referring to a recent observation t the industry has a "circus ba ground," Mayer retorted that t "sawdust in its blood" must not permitted to become "sawdust in t brain," and like the circus acrob the film industry is now "walking tightrope" in the public view. He r ferred also to another recent rema about "frightened people" talki about the dangers inherent in the cu rent production of questionable film and declared that people, parents e pecially, may well be "frightened" the film fare offered for their childr to see.

Mayer called for a careful adhe ence to the dictates of good taste the production of films for the ma audience, and concluded with the ob servation that what is good for Ame ica is good for the motion pictu industry.

Bob Montgomery, president o AMPA, presided at the luncheo marked by the annual presentation o numerous gifts, in the form of doo prizes.



niversal Net

(*Continued from page* 1)

r, Universal reported a net loss of)20,055.

otal profit for 1959 will amount about $4,600,000, after including fit of $3,667,387 from the sale of studio property a year ago.

n the first quarter of the 1959 fiscal r Universal had an operating loss $864,000. In the second quarter it wed a profit of $331,310; a profit $638,000 for the third quarter, and indicated profit of $795,000 for the l quarter, for which figures are not complete.

n the current quarter, the first of 1960 fiscal year, operating profits continuing at a "substantial" rate. mprovement in the company's ition is credited to the success of itation of Life," "This Earth Is ie," "The Perfect Furlough" and llow Talk," with earnings from the er and from "Operation Petticoat" ected to swell current quarter earn-s. "Imitation" did $6,000,000 do-stic, and "Pillow" is expected to gross "The Glenn Miller Story," iversal's record release with $7,-),000.

atican Film Library

(*Continued from page* 1)

torical documents along with the t collection of books and ancient nuscripts of the famed Vatican rary.

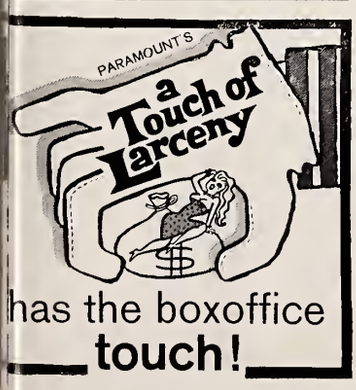
The Vatican film library will be ler the direction of the Pontifical mmission for Motion Pictures, Radio l television, of which the president Archbishop Martin J. O'Connor, tor of the North American College Rome.

The new library will deal mainly h the preservation of films about life of the Church. These will in-de films on the popes, their repre-tatives and the Church adminis-tion; the apostolic, charitable, and tural activities of the Church, and gion throughout the world.

Films on art and culture in general o come within the library's scope.

ainese Feature Started

The Cathay Organization has started duction, in Singapore, of the first -length Chinese-language feature to be made in Malaya. Titled on City," it deals with life in Sing-re and of teen-agers struggle for iving in an otherwise happy and tented family.



AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IN A NEW move to provide added flexibility and improve service to ABC network clients, Si B. Siegel has named Bernard I. Paulson to head the Production Services Dept. Paulson will report to Frank Marx, veep in charge of engineering. . . . F. Sinatra's Feb. 15 Timex ABCorker, will feature four famous distaffers; Eleanor Roosevelt, Lena Horne, Juliet Prowse and a fourth which will be announced later. . . . Harold J. Klein, formerly with J J Theatres of N.Y. and associated with ABC Films since last May, has been upped to veep in charge of the firm's business affairs. . . . Prexy Maurice Levy of Eastern Effects, Inc. pridefully shows us several pix of his newly-constructed film optical bench which boasts one of the first major advances in the field in many a year; the new revision enables the technician to reduce or enlarge 20 diameters while maintaining automatic focus and aperture control; provides new light source for complete even field of light; makes it possible to spin live action scenes without use of many prisms; also will cut by many hours the delivery time of optical effects negatives. Joe (Dupont) Dougherty, after witnessing a demonstration this week of the bench remarked- quote:—"This bench is great and the Russians will probably "invent" this "soon." unquote: . . . Director Dick Schneider will bring his "Dough-Re-Mi" NBCast to Macy's next week (Dec. 23-24 shows) where moppets will vie for gifas and prizes instead of dough. (Like TOY-re-mi No?) . . . Howcome the delightfully-talented warbler, Pat Windsor, isn't given more guestints on the nets? Her thrilling trilling is a nitely feature at Jack Silverman's International bistro on Broadway. . . . Producer Robert Saudek has signed Hal Holbrook to star in "Roughing It," based on Mark Twain's experiences in Nevada during the Gold Rush days. Star of the NBC-TVehicle, Holbrook, has been charming audiences from coast to coast with his eloquent impersonation of Twain. Program is skedded for Friday, May 13, the 50th anniversary of the death of Samuel Langhorne Clemens (Mark Twain.) . . .

☆ ☆ ☆

"Close up of 1960," honoring Arthur Godfrey will be held at the Astor Hotel Friday, January 8 instead of the Waldorf-Astoria as originally planned, it was announced by Prexy Walter Cronkite of the Acad. of TV Arts and Sciences. . . . Maestro-Composer Paul Taubman and his charming wife spending the holidays in Miami Beach where he'll be guest conductor of the Florida Symphony Orchestra in the annual Christmas Pageant. Incidentally, Paul, there is some talk around town that the "Bride & Groom" TVehicle may return to the nets. . . . Tony Cabot, composer-conductor at the Hawaiian Room of the Hotel Lexington in Gotham, will guest on the "Joe Franklin Show," Tuesday, Dec. 29 TVia WABC.

'The Day of the Gun' For Bryna-Universal

Negotiations have been completed between Kirk Douglas's Bryna Co. and Universal International for the production of "The Day of the Gun," to star Douglas and Rock Hudson, and to be directed by Robert Aldrich. The film will be shot entirely in Mexico, starting in March. Producers will be Eugene Frank and Edward Lewis, vice-president of Bryna.

Podhorzer Named Agent

Munio Podhorzer, president of Casino Film Exchange here and for 25 years active as importer, distributor and exhibitor in the New York area, has been appointed U.S. representative for Franco-London Film, S. A., Paris, it was announced yesterday by Henry Deutschmeister, president of the latter company. Podhorzer succeeds H. Edwards, who is retiring after many years as the Franco-London representative to the industry in this country.

20th Sets 'Page One' Fashion House Tie-In

20th Century-Fox has formulated an elaborate merchandising tie-in with Kay Windsor Fashions of New York, whereby "The Story on Page One" will be brought into more than 250,000 homes next month.

The dress manufacturer and marketer will provide special labels on its new winter line numbering over a quarter of a million garments, using the slogan "This year, Kay Windsor is 'The Story On Page One'."

In addition, the fashion house will embark on a lavish full-scale advertising campaign in newspapers, national magazines, garment industry publications and women's press in key cities where the Jerry Wald production will open in selected engagements in early January.

Kay Windsor's sales representatives across the country, and top department store promotional personnel also will join with 20th-Fox's special advertising-publicity managers in every city in working out promotion.



Jersey Allied

(*Continued from page* 1)

disrupted transportation following the 18-hour snow storm of Monday and early yesterday which kept all but the hardiest Jerseyites from getting to the meeting in the organization's Manhattan headquarters.

The meeting is scheduled to express the wishes of the membership on the reappointment of Irving Dollinger as Allied's alternate on the American Congress of Exhibitors executive committee. Al Myrick, Allied president, recently reappointed Dollinger to the post and the latter accepted subject to the approval of New Jersey Allied.

The organization also is expected to petition national Allied directors for a special meeting Feb. 1 to clarify the organization's plans and policies.

U.A. Begins Dates

(*Continued from page* 1)

be inaugurated with "Happy Anniversary" playing at the downtown Lyric Theatre and the Park-Vu Drive-in Theatre.

Multiple bookings have been carried out before in the Salt Lake area in theatres under the same ownership but never before on a competitive bid basis covering all new releases. United Artists' new policy will involve one drive-in theatre east and one west of State Street for simultaneous bookings with a downtown theatre.

Fox Names Selsman

(*Continued from page* 1)

closed yesterday by Edward E. Sullivan, publicity director.

In his new post Selsman succeeds Jack Brodsky, whose promotion to the position of New York press representative for the company was announced on Monday.

William A. Smith Dies; Was Equipment Official

Special to THE DAILY

ALLENTOWN, Pa., Dec 22. — Funeral services have been held here for William A. Smith, Sr., retired plant superintendent of Automatic Devices Co., and a well-known figure in the field of curtain machines and controls for theatrical stages. He is survived by his widow and a son, William, Jr., who succeeded him in his work at A. D.C.



INTRODUCING ELANA EDEN:

Following a world-wide search, with scores of tests in Hollywood, New York and abroad, this dark-eyed, raven hair beauty from the Holy Land was selected by Executive Producer Buddy Adler and Producer Sam Engel to portray the biblical heroine in the title role of the Samuel G. Engel Productions CinemaScope spectacle, "The Story of Ruth," which Henry Koster will direct from a screenplay by Norman Corwin.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 122 NEW YORK, U.S.A., THURSDAY, DECEMBER 24, 1959 TEN CENTS

By Circuit Judge

Sunday Film Ban Upheld in South Carolina

Theatre Operators Now to Apply to State High Court

Special to THE DAILY

SPARTANBURG, S. C., Dec. 23. —In an order filed with the Greenville county clerk of court late Tuesday, Circuit Judge T. B. Greneker upheld the constitutionality of the state's controversial "blue laws" and said they may be used to prohibit Sunday movies.

Attorney Chester D. Ward, representing Spartanburg theatre interests, still contending that the law prohibiting Sunday amusements does not apply to movies and does not violate either the State or the U. S. Consti-

(*Continued on page* 2)

WGA, Six Independents Sign Pact, End Strike

From THE DAILY Bureau

HOLLYWOOD, Dec. 23. — The Writers Guild of America strike against six independent theatrical motion picture companies ended today, it was announced by Michael H. Franklin, executive director of the guild. The strike order was lifted when

(*Continued on page* 3)

Borgese Named Ass't. To Gervasi in Rome

Henry Borgese, who, since April, 1957, has served in the Paris office of the Motion Picture Export Association of America as assistant to S. Frederick Gronich, director of the

(*Continued on page* 3)

TELEVISION TODAY—page 5

Merry Christmas

Top Ten Money Making Stars



ROCK HUDSON

ROCK HUDSON has been selected as the Number One Star of 1959 in this year's Money Making Stars poll conducted annually by *Motion Picture Herald* for FAME. It marks the second time he has been so honored by the nation's exhibitors, having previously held the top spot in 1957.

In winning the number one position a second time, Hudson joins a select group of only six actors who have been at the very top more than once in the 28-year history of the poll. The other five are John Wayne, Bing Crosby, Mickey Rooney, Shirley Temple, and Marie Dressler.

The complete list of the Top Ten for 1959, in order, is as follows: Hudson, Cary Grant, James Stewart, Doris Day, Debbie Reynolds, Glenn Ford, Frank Sinatra, John Wayne, Jerry Lewis and Susan Hayward. The

(*Continued on page* 3)

REVIEW:

Solomon and Sheba

Edward Small—U.A.

LUSHLY OPULENT, sparing neither horses, actors nor money, this awesome production from the hands of Edward Small, King Vidor and Ted Richmond marks a mighty period in the cycle of the spectacle picture. It has more of almost everything than any previous Biblical spectacular and more than enough material for exploitation, promotion and merchandising to cover effectively for the box office those areas in which it is weaker. It is two and a half hours of pageantry, screen-filling and eye-filling action, sex, sin and redemption. Most prominently it has Yul Brynner and Gina Lollobrigida, the former in the kind of grave and commanding role which has shot him to fame among the Top Ten actors, and the latter in lavish and bountiful exposure which will certainly rank her performance as

(*Continued on page* 4)

D of J Says:

Marcus' Plan On Post-'48s Might Get O.K.

Justice Policy Unchanged Since Stated By Hansen

From THE DAILY Bureau

WASHINGTON, Dec. 23. — Any plan for the purchase of post-1948 film libraries by exhibitors, or exhibitor-controlled or financed organizations, which does not involve conspiracy to prevent such films from being licensed to television will encounter no objection from the Department of Justice.

This was the gist of a reply by a Department spokesman to requests for comment on the proposal for exhibitor sponsorship of a company to purchase selected top-quality films from post-48 libraries for re-release to theatres, which was made by Ben Marcus of Milwaukee at the recent Allied States

(*Continued on page* 3)

Goodman Coming Here On W. B. Assignment

From THE DAILY Bureau

HOLLYWOOD, Dec. 23.—Bernard R. Goodman, Warner Bros. Pictures Distributing Corp. vice-president in charge of domestic operations will return to New York Jan. 6 on a temporary assignment.

Goodman is expected, among other

(*Continued on page* 2)

'400 Blows' Chosen for Seventh Burstyn Award

"The 400 Blows," a French film distributed in the U. S. by Zenith International Films, has been chosen by the importers and distributors of foreign films here to receive the seventh annual Joseph Burstyn Award as the best foreign language film of 1959, it

(*Continued on page* 2)

Merry Christmas United Artists

PERSONAL MENTION

MARTIN MICHEL, 20th Century-Fox director of radio and television, left here Tuesday for a trip through several Latin-American countries to set up TV campaigns on several Fox films.

•

DOUGLAS NETTER, Samuel Goldwyn executive, has returned here from Europe where he attended conferences on "Porgy and Bess."

•

ROSE DEUTSCH, film buyer for the Walter Reade Theatres, has left here for a vacation in Florida.

•

J. S. CARSCALLEN, owner of the Skyway Drive-In, Tampa, Fla., is in Charlotte, N.C. for the holidays.

•

JEANNE BAIRD, co-starred in the forthcoming "Get Out of Town," has returned to New York from Hollywood.

Para. Sets Trade Shows For Re-issue Package

Trade showings of Perlberg-Seaton's "The Country Girl" and "The Bridges at Toko-Ri," Paramount re-issue package for January release, have been scheduled for key exchange areas in the U.S. and Canada this month and next.

Designed for exhibitors, bookers, buyers and their families, the trade screenings will point up the new promotional campaign backing the re-release combination, which will be similar in scope to those carried out for "Samson and Delilah" and "Shane." Special attention will be focused on Paramount's agreement with the McLendon organization for radio and television advertising material on the two films.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Christmas Day, Dec. 25.

For 40 Years A Tradition Of Service

For over 40 Years Service and Quality has been Our Tradition.

Showmen all over America know they will get the best when they order

FILMACK SPECIAL TRAILERS

NEW YORK 630 Ninth Avenue

1327 S. Wabash Ave., Chicago 5, Ill.

Fordham Group Plans New Film Periodical

The Abbey Film Society of Fordham College yesterday announced plans for the publication of a new film periodical. To be called *NY Film Bulletin*, the publication will devote itself to giving a complete rundown of film activity in the New York metropolitan area. The first issue will be published Jan. 8, 1960.

To be published every two weeks thereafter, it will list various non-theatrical film events, special showings, film society screenings and lectures on the film.

Revivals to Be Listed

Also included will be: Listings of noteworthy revivals and recommended first run films, reviews of films of special interest, reviews of new film books and periodicals, mention of worthwhile films being shown on TV, radio programs of interest to film enthusiasts and articles on various aspects of motion pictures.

Press of 23 Nations To Cover 'Solomon' Bow

An international press corps of some 75 newspapers, radio and television and newsreel reporters representing 23 nations will cover the premiere of "Solomon and Sheba," Edward Small's spectacle in Super Technirama-70 Christmas night marking the re-opening of the new Loew's Capitol Theatre.

The Capitol has been completely rebuilt at a cost of $1,000,000.

UA is spearheading the premiere with a five-way saturation newspaper, radio-television, exploitation and posting campaign blanketing the metropolitan New York area. The all-media push is utilizing 500 radio-television spots, a major ad campaign, 100,000 teaser stickers throughout the city and 2500 subway and suburban railway posters covering all stations and virtually every commuter line.

Shopping Center to Be Built at Drive-In

Special to THE DAILY

FRESNO, Cal., Dec. 23.—Land on the Moon Glo Drive-In theatre property here will be used to build a $1,000,000 shopping center expected to be completed next summer, Edwin F. Zabel, president of Electrivision Theatres Corp., announced today.

Electrivision recently received approval by the Fresno Board of Supervisors to rezone an excess portion of the drive-in property. The corporation operates drive-ins and theatres in California and Oregon, with the Hollywood Paramount Theatre as the major house and executive headquarters of the circuit.

Companies Shut Down At 1 P.M. Today

Member companies of the Motion Picture Association will close at 1 P.M. today.

The same closing time will also be in effect next Thursday, Dec. 31. The MPA office will close at 1 P.M. today and at 1 P.M. next Thursday, too.

'400 Blows'

(*Continued from page* 1)

was announced yesterday by Michael F. Mayer, executive director of International Film Importers and Distributors Ass'n.

"The 400 Blows," an original story written by Francois Truffaut and Marcel Moussy, was directed by Truffaut and represented his first cinematic feature. The film is currently showing at the Fine Arts Theatre here.

'Strawberries,' 'Orpheus' Cited

Second and third in the balloting respectively: "Wild Strawberries" (Janus Films) and "Black Orpheus" (Lopert Films). The annual Joseph Burstyn Award was created as a memorial to the late Joseph Burstyn, pioneer film distributor, honoring "his services in presenting and championing unrestricted exhibition of the finest motion pictures from other countries."

Formal presentation of the award to Daniel Frankel, president of Zenith International, at a cocktail party is now being planned.

Goodman Coming

(*Continued from page* 1)

things, to examine and report on the company's Eastern television activities following the resignation of Rod Ericson, and also will survey other New York office operations. He will return here around the end of January to make his reports, and may go back to the New York office later, also on temporary assignment.

Accept Orders Now For 'Can-Can' Seats

The Rivoli Theatre and the Skouras Theatre chain here are now accepting orders for reserved seats to the debut of "Can-Can," in Todd-AO, March 9, at the Rivoli.

"Can-Can" will have ten performances a week. Skouras theatres in the Greater New York area will take orders for reserved seats in advance of full-page newspaper announcement ads soon to appear, enabling purchasers to acquire choice locations before the general public is notified.

Carolina Ba

(*Continued from page* 1)

tution, says the Greneker deci will be appealed to the state preme Court.

"Should the high tribunal down the appeal, the case then be taken to the United States preme Court," Ward declared.

"It is abundantly clear," Ju Greneker stated in his 10-page rul "that the legislative construction the statute which is entitled to g weight shows that the general ass bly has concluded that Sunday mo are violative of the statute."

No Religious Interference Seen

"The statutes at issue in no way pose on the theater operators any ligious observation nor do they int fere with any person's religious pr tices."

"Of all divine institutions," judge continued, "I maintain the m divine is that which secures the d of rest for man. I hold Sunday to the most valuable blessing conced to man. It is the cornerstone of ci lization.

"The statutes are clearly within t police powers of the state and a not violative of any assertive righ of the plaintiffs."

Months-Long Drive Against Laws

For a number of months now Sou Carolina theatre operators, especial in Spartanburg and Greenville, ha been seeking to have the "blue law declared unconstitutional.

A special three-judge federal cou declined jurisdiction in the case pen ing a ruling by the state Suprem Court.

Ad Campaign in 12 Languages for 'Beach'

United Artists is launching a specia international advertising campaign i 12 languages for Stanley Kramer's "O The Beach," which will underscor the film's world-wide acclaim, it wa announced by Roger H. Lewis, vice president in charge of advertising publicity and exploitation.

Concept of the campaign will be t utilize excerpts from local and foreig reviews "to emphasize the film's inter national impact."

Publications Here and Abroad

Lewis pointed out that the drive will blanket domestic and foreign markets to support both current pre miere runs and key regional engage ments set for early 1960. Magazines, newspapers and leading publications in virtually every major situation, here and abroad, will run the special ads citing the enthusiastic reception ac corded the UA release.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TOP TEN MONEY-MAKING STARS

(*Continued from page* 1)

erald Money Making Stars annual ll is conducted by direct mail ballot ong the exhibitors of the United ates and Canada. Theatremen in U.S. are divided into circuit houses d independents with the final tally e combined opinion.

Five of the Top Ten stars this year re also among the winners in 1958; r are making a return after ab- nces; and one is appearing for the st time. On last year were Hudson, ewart, Ford, Sinatra, and Lewis. appearing are Grant, Miss Day, ayne, and Miss Hayward. On the list the first time is Miss Reynolds, o was selected by exhibitors as a ar of Tomorrow in 1952 in that ill, also conducted for FAME.

Hudson, who had slipped to Num- r Five last year (after being Num- r One, as noted, the year before at) bounced back on the basis of o "blockbusters" — "This Earth Is ine" and "Pillow Talk."

Grant's sudden resurgence to the umber Two spot is a tribute to that able actor's remarkable durability. e was among the Top Ten in 1944 d again in 1949. In recent years he s always been prominently men- ned but just below the charmed rcle list. "North by Northwest" this ar shot him to the heights and "Op- ation Petticoat" and his other plan- d projects for 1960 should keep him ere.

Immediately following the box of- e champions were 15 stars, who e, in order, as follows: Elizabeth aylor, William Holden, Gary Cooper, ul Newman, Dean Martin, Sandra ee, Brigitte Bardot, Tony Curtis, irley MacLaine, Marilyn Monroe, arlon Brando, Pat Boone, Ingrid ergman, Yul Brynner, and Kirk ouglas.



CARY GRANT



JAMES STEWART



DORIS DAY



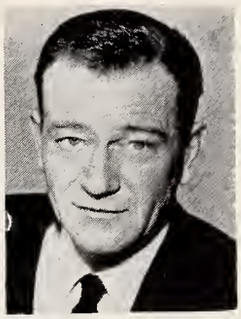
DEBBIE REYNOLDS



GLENN FORD



FRANK SINATRA



JOHN WAYNE



JERRY LEWIS



SUSAN HAYWARD

Marcus Plan

(*Continued from page* 1)

nual convention in Miami Beach.

The Marcus Plan, which was en- rsed by convention resolution, also oposed that the films acquired be leased either through existing dis- ibuting companies or a distributing mpany to be formed specifically for at purpose.

The Justice Department spokesman id the Marcus plan is similar to hers that have been proposed and mmented upon by Department offi- als. Notably, he said, comments on e subject of exhibitor acquisition of ost-'48 films were made by Victor R. lansen, former Assistant U. S. At- rney General in charge of the Anti- rust Division, at Theatre Owners of merica's convention in Miami Beach st year.

At that time, Judge Hansen said the epartment could have no favorites as between the motion picture and television industries, and that each must stand on its own feet. If one industry could acquire the product, he said, that would be all right, and the Department could not then protect the other industry from such legitimate competition.

However, Hansen also said that any conspiracy to prevent feature films from being licensed to television would be counter to the anti-trust laws. This presumably refers both to conspiracy among exhibitors and to collusion with distributors.

States D. of J. Views, He Says

In any event, the Department spokesman said, the Hansen statement still accurately reflects today's position of the Department on the question.

There is, however, some question as to whether such decree companies as National Theatres & Television, Stanley Warner Corp. and Loew's Theatres would be able to participate in any plan that essentially put exhibitors into film distribution. The consent decrees of the three companies are restrictive on that; those of RKO Theatres and American Broadcasting-Paramount Theatres are not.

Myers Sees Plan Feasible

Abram F. Myers, Allied chairman and general counsel, told the Miami Beach convention he thought the Marcus Plan "could be legally accomplished." He added that he did not "want to get in a hassle with company lawyers who must act with extreme caution in those matters on account of past history," but he said that he sees the situation as two rival groups—theatres and television—each competing by vying for product. "Television's purpose is to play the pictures, but also to keep them away from theatres."

He noted that if the owners of the pictures conspired with theatre owners, that would be illegal.

The Allied convention authorized further study of the Marcus Plan.

WGA Contract

(*Continued from page* 1)

an agreement to a new five-year contract was reached with Edward Small Productions, Inc., Global Productions, Eclipse Films, Inc., Reliance Films, Inc., Superior Pictures, and World Films.

The contract is the same as the one entered into several weeks ago by the Mirisch Company, Harold Hecht Productions, Stanley Kramer Companies, Pennebaker, Inc., and Seven Arts Productions, Inc.

Payment for Post-'48 Films

The pact includes a recognition of payment to guilds and unions on post-1948 pictures released to television; a satisfactory increase in minimums; separation of rights for original material either sold or written under employment whereby the writer reserves publication rights, dramatic rights and sequel rights. Also, the contract includes the right to reopen negotiations in the area of pictures produced for pay television.

Borgese Named

(*Continued from page* 1)

Paris office, will go to Italy next month as assistant to Frank Gervasi, director of the Rome MPEAA office and the Mediterranean area.

Prior to joining MPEAA Borgese was associated with the Experiment in International Living which sponsored the Community Ambassador Project. He served with that organization from 1951 to 1954 in the United States, Holland, France and Italy. He later taught English conversation and culture for two years at the College Moderne, Versailles, France.

Now Home on Leave

Borgese is now in the United States on home leave and following the holidays he will return to Paris for a few days before reporting for his new duties in Rome.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS



REVIEW

The Bridal Path

Launder-Gilliat—Kingsley-Union

It's a swift and stormy road Bill Travers must navigate in "The Bridal Path," but he does it so comically well that, aided considerably by Scotland's enchanting highlands which are photographed beautifully in Technicolor, the audience is charmed and amused every misstep of the way.

This romantic comedy was filmed in and around the softly scenic countryside of Argyl and introduces Travers, whose most recent like role was as "Wee Geordie," as a young man from the remote island of Beigg who is sent to the mainland by the island's elders to fetch a wife. After a yon bonnie and near bloody search, 'tis a spouse Travers finally acquires, but she is not a mainlander and win her he does not until, battered and baffled he returns home only to sail off again with the blackhaired lass he had followed about most of his life.

But during his disastrous three days on the mainland Travers, usually by accident but sometimes through fantastic fits of design, manages to trap, then unspring himself from the near-fatal clutches of an outrageous team of females, and also from the vise of the law. What attracts the women to the handsome, rugged-looking Travers are his good looks and his big bundle: £400 which he totes around in his knapsack with an abandon fit hardly for money.

The jaunty highland ballads that are able sometimes to permeate "The Bridal Path" were composed by Cedric Thorpe Davie, and the haunting songs which echo from high above the great green glens are sung by the Campbeltown Gaelic Choir. The film was directed by Frank Launder who also wrote the screenplay, adapted from Nigel Tranter's novel, with Geoffrey Willans.

Running time, 96 minutes. General classification. December release.

SAUL OSTROVE

Holidays Bring Lull In Coast Production

From THE DAILY Bureau

HOLLYWOOD, Dec. 23. — With the holidays in view, no new pictures are scheduled to start shooting until after the first of the year, and several now in production will wind before the end of the year. The total number of pictures currently before the cameras is 28. Two were completed this past week.

Completed were: "CinderFella!" the Jerry Lewis Production for Paramount release, and "The Alamo" the John Wayne Batjac Production for United Artists, which was completed last week after 3½ months shooting on location in Brackettville, Texas.

Solomon and Sheba

CONTINUED FROM PAGE 1

outstanding among the women who have essayed portrayals of the seductresses of history. And it has the firm direction, particularly notable in the handling of massive crowd scenes, which justly brought King Vidor fame in a career which stretches from "The Big Parade" to "War and Peace."

There are battle scenes, detailing hand-to-hand combat in vignettes cunningly intercut with awe-inspiring scenes of armies which stretch the width of a 60-foot screen. There is a sensuous sequence portraying the rites of a pagan god of fertility, focussing down to a close-up of the principals in an inflamed love scene which probably sets a record for length and sensual realism. And there is a bathtub scene.

The story of Crane Wilbur, an old and experienced hand in these matters, and the screenplay by Anthony Veiller, Paul Dudley and George Bruce, builds an elaborate fabric on the single incident, passingly mentioned in the Old Testament, of the visit of the Queen of Sheba, or Saba, to King Solomon, son of King David and builder of the Temple of Jerusalem. Sheba comes as an ally of the Pharaoh of Egypt, bent on destroying Solomon by discrediting him with his people. She ends by falling in love with him instead, and saving his throne and his life by abandoning her pagan gods and praying to Jehovah. Her son by Solomon, she declares, will be named the Lion of Judah and will establish the kingdom of Jehovah in Sheba.

IN THE BACKGROUND are the machinations of George Sanders, as Solomon's elder brother, Adonijah, commander of the army of Israel, who lost the throne to Solomon by edict of the dying King David and who enters into a traitorous alliance with the Pharaoh.

Individual sequences, such as the storied judgment of Solomon in which he determines the true mother of a disputed child, achieve sharpness and beauty reminiscent of the great paintings which they have inspired. Others achieve extraordinary effect by magnitude alone, such as the destruction of the Temple by a bolt from heaven; by sheer and shimmering beauty of the Technicolor photography and the Technirama processing, such as when Solomon prays to Jehovah in the moonlight after his consecration; or by overwhelming spectacle, as in the final battle sequence in which the Egyptian hordes drive to their death in a deep ravine blinded by the sunlight on the shields of the Israelites.

The picture moves rapidly from battlefield, to throne room, to harem, to boudoir to temple and back to battlefield, pouring lush costuming, vivid color and pulsing action on the beholder without a pause.

The photography is an extraordinary example of the versatility and the power of the wide film and wide screen process Super Technirama 70. Running time, 149 minutes. Adult classification. December release.

JAMES D. IVERS



Yul Brynner as "Solomon" and Gina Lollobrigida as "Sheba"

REVIEW

Tiger Bay

Rank-Continental Dist.

"Tiger Bay" spins faster than top during its final exciting scenes but the top is halted suddenly by a irrepressible little imp who provoke a murderer with a chance to escap the law into saving her life instead This brilliantly played drama, pro duced by John Hawkesworth and di rected by J. Lee Thompson, introduce 12-year-old Hayley Mills, daughter o actor John Mills, as the cunning blonde and brazen—and altogether tri umphant—little devil who witnesse an accidental murder committed by Horst Buchholz who thereafter pur sues the girl, wins her confidence bu is so overcome by her chicanery that in the end, however unintentionally she traps him for the law.

This is a spellbinding motion picture. The action, until the final sea chase and arrest, is set mostly in Tige Bay, a multi-racial section of London where Buchholz, who plays a Polish seaman, is observed by Miss Mills as he accidentally shoots his girl. With his revolver, the imp runs from Buchholz, hides, lies to the police, implicates an innocent man and is pursuaded by the murderer to run off into the hills with him, until he can flee the country. The young lady is nabbed and taken to the police where her father, John Mills, playing a police inspector, is frustrated time and again by her lies. Buchholz, meantime, has signed on a Venezuelan freighter and seems to be steaming toward open water and freedom.

But he does not escape for long. Mills and the girl confront him, and after some questionable turnabouts, culminating in Buchholz's dive overboard to save the girl, the murderer's flight is ended and so is the film.

"Tiger Bay" is an old-fashioned "chase" picture but it is also much more than that. Miss Mills, following her performance here, is certain to be fired across the film horizon in more exploitable roles, although there is no need to rush this juvenile wizard. She is the most captivating new youngster to be seen in motion pictures in quite a few hundred reels and she makes "Tiger Bay" a terrific motion picture.

Running time, 105 minutes. General classification. Release, in December.

S. O.



The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-GAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Robert L. Sokolsky, Syracuse Herald-Journal, Syracuse, N. Y.: The mystery remains. How can a medium do such splendid work one evening and be so poor the next? This season, in particular, remains a curious combination of highs and lows—sparkling originality and fear of breaking existing formats. On that count alone the quiz scandals have been the best thing that ever happened to TV. It caused producers to crack one mold, if only to form another. Now, if somebody could only prove that the private eyes are allergic to gunpowder or that the cowboys kick their horses!

•

Bill Bowden, Van Wert Times-Bulletin, Van Wert, Ohio: We need less westerns and more of the arts.

•

Mrs. Vern Toule, Green Bay Press-Gazette, Green Bay, Wis.: Show less programs depicting crime and show more human interest, thought provoking and informative programs. Too many westerns with no historical value. When network commercials are shown, local stations should not be allowed to follow with more commercials.

•

Madelaine Farrell, Ann Arbor News, Ann Arbor, Mich.: Less westerns—more good musicals and dramas.

•

Richard C. Mandeville, Oswego Palladium-Times, Oswego, N. Y.: Too much "copy-cat" practice; — thus-too many jazz detective series, western series. The weaknesses of years past still prevalent—playing to low I.Q. audiences and children. Recent movie technique of many "name" stars and nothing to do is also a rotten development.

•

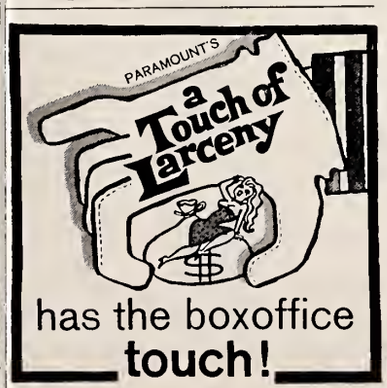
George Jewell, The Herald-Dispatch, Huntington, W. Va.: A suggestion for improvement would be to have flexible programming, i.e., quit cutting off people on the Jack Paar show in middle of sentences for commercials; quit cutting off a baseball game with the score tied going into the 10th inning to pick up a regularly scheduled program, etc.

•

Jerry Kerns, Meridan Star, Meridan, Miss.: Television still has a great deal to learn in its appeal to the masses. Too often it is guided by the ad agencies who work for a rating rather than a permanent place on the TV horizon. TV should be more creative in these efforts.

•

Warren Sloat, Morris County Daily Record, Morristown, N. J.: The industry underestimates the intelligence of the average American. Proof of this is the way he will be shaken from his doldrums by a superior one-shot. TV is too afraid of the tongue-clucking biddies of both sexes that object to life in its many manifestations, and are entirely too shy about what is even mildly controversial. If somebody doesn't complain, it can't mean very much and there are too many shows with no cause for complaint on anybody's part. There were and are some signs of improvement this year.



REVIEW:

The 400 Blows

Zenith International

AS TOUCHING AND profound a portrait of childhood as has ever been put on the screen is to be found in this new film from France called "The 400 Blows." Already a hit in its New York engagement, it should easily repeat that performance at art theatres across the land.

Francois Truffaut, a former French film critic, is the author of the perceptive script, and he also directed, being a member of the talented "new wave" of directors in that country. His film does not have much plot in the accepted sense, and what there is can be described in a few lines.

An adolescent boy in Paris today, feeling unwanted and neglected by his mother and foster father, is having a difficult time adjusting to life. He is lax in his school work, plays truant frequently, and runs away from home. He then steals a typewriter from his father's office and attempts unsuccessfully to pawn it. The parents use the theft as an excuse to send the boy to a correction school for juvenile delinquents, and at the end he has escaped from that place, too, and is temporarily on his own again.

Rather than simply to tell a story, M. Truffaut was concerned with capturing on film the moods and feelings of this "child of our time." These are universal emotions, regardless of external circumstance, and he has achieved his intentions magnificently, thanks to his own sensitive handling of the material and also to the stirring performance he has got in the leading role from Jean-Pierre Leaud.

It is hard to imagine any spectator so callous as to be unmoved by this youngster or to fail to respond to everything he feels and does—whether it is the humorous baiting of a tyrannical teacher in the classroom or the hurt look when he is slapped in the face for reaching for his food too soon in the reform school. (He reminds us here of Oliver Twist asking for "more.")

And the sequence in which the boy is questioned in clinical detail by a psychiatrist about why he lies, his feelings toward his parents and other personal things, is the most poignant and powerful of all. Truffaut directs this long scene with the camera on the face of the child the entire time (the interrogator is never shown). And young Leaud packs more revelation of character into these minutes than most adult actors do in an entire film.

The English sub-titles provided by Herman Weinberg are as direct and eloquent as everything else about this wonderful picture.

Running time, 100 minutes. General classification. Release, current.

RICHARD GERTNER

Trial of Stratovision Is Approved by FCC

From THE DAILY Bureau

WASHINGTON, Dec. 23. — The Federal Communications Commission has approved the first test of Stratovision, a method through which a TV signal is sent from a transmitter to a circling plane and back to earth-bound TV sets.

The commission said that Purdue University could use eight ultra-high-frequency channels to stratocast educational television programs over a 34,000 square mile area centered around Montpelier, Ind. Two simultaneous programs will be sent over four UHF channels at a time to a plane, and then re-broadcast back to more than five million students in more than 13,000 schools.

The grant covers the school year beginning September, 1960.



PEOPLE

Edward Feldman was feted by over 30 industry friends yesterday at a luncheon in his honor at Ruby-Foo's Restaurant here. Feldman, on his way to Hong Kong as international publicity coordinator for "The World Of Suzie Wong," was greeted by "Mayor Kim of Hong Kong," at the affair, and presented with a gift from well-wishers.

□

Irving **Lester,** formerly national advertising representative, has been appointed manager of motion picture promotions of Hearst Advertising Service, Inc.

□

Irving **Windisch** has resigned as vice-president and head of New York office of the Arthur P. Jacobs Co., effective March 1, 1960. Windisch, who was a publicity executive with Warner Bros. Pictures before joining the public relations organization, is recuperating in Flower-Fifth Avenue Hospital here from surgery. He will reopen his own public relations office at 1697 Broadway in early part of March.

□

Joseph M. Kees has been named manager of the Los Angeles regional office of General Precision Laboratory, Inc., Pleasantville, N.Y. In this new GPL post, he will be in charge of sales and service activities for all GPL products. The address is 180 N. Vinedo Avenue, Pasadena.

□

Albert A. List, president of the Glen Alden Corp., parent company of RKO Theatres, and **Mrs. List** have been honored by the Jewish Theological Seminary of America for their dedication to public service. Presentation of the citation was made at an academic convocation held at the seminary here.

Ben Fry Resigns

The resignation of Ben Fry as executive vice president of Pathe News, Inc., effective immediately, was announced this week by Barnett Glassman, president. Fry will devote his full time to producing plays for the Broadway stage.

MERCHANDISING UNLIMITED

WHEN MOTION PICTURE HERALD installed its present editorial policy and format a year and a half ago, the change was hailed in all branches of the industry.

"Henceforth," the announcement of the new policy said, *"primary emphasis will be on product, product merchandising and product presentation in the theatres."*

In the eighteen months since then, that policy has developed through performance in the pages of the HERALD and has gone beyond them to establish Merchandising Conferences on forthcoming film product.

Calling the Conferences "an unselfish and valuable industry service," the Theatre Owners of America, in a resolution of its 1959 convention, urged "not only all its members, but all theatre owners" to give "all possible support to the Quigley Merchandising Conferences to the end that they may be continued as a regular industry activity."

ALREADY THE CONFERENCES have set a pattern of rising attendance. There have been three, all in New York, each of three days, and attendance has been increasingly representative of exhibition across the continent.

As an extension of the HERALD's emphasis on Merchandising, the aims of the Conferences are reflected in the pages of the HERALD itself. And this concern with Merchandising includes *"product presentation in the theatres"*—the technical and other physical facilities of its exhibition. Indeed, it reaches to the refreshment service which adds to the fun of theatre-going.

Merchandising is a cover-to-cover word in the HERALD.



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 123 NEW YORK, U.S.A., MONDAY, DECEMBER 28, 1959 TEN CENTS

Harrison Says:

20th to Mark 45th Year with Sales Meeting

Costliest Product Line-up, Merchandising Plan Ready

Twentieth Century-Fox will begin a 45th anniversary celebration with a three-day sales convention at the home office, January 6, 7 and 8, it is announced by general sales manager, Alex Harrison.

"This convention", Harrison said, "will be the most important in 20th



Spyros Skouras Alex Harrison

Century-Fox history on many counts. In the first place it will disclose the costliest and most ambitious product output scheduled by any company in the history of the industry. Secondly, it will provide news that I am confident will convince exhibitors

(*Continued on page* 5)

Yule Business Is Tops At New York Theatres

By SAUL OSTROVE

Christmas weekend business at Times Square area theatres in some cases broke existing holiday records and others are certain to approach high marks by the time full seven-day returns are in later this week.

Major attractions, diverse in theme

(*Continued on page* 4)

Western Mass. Theatres Circuit Is Returned To Sam Goldstein Following Leasing By L & D

Special to THE DAILY

BOSTON, Dec. 27—Western Massachusetts Theatres circuit, which was leased to the L&D Theatres of Boston on Oct. 1, 1958, has been returned to the owner, Sam Goldstein of Springfield, Mass. The 14 regular theatres (no drive-ins) involved in the deal will be booked by Affiliated Theatres Corp. of Boston starting Jan. 1. John Glazier, vice-president of Affiliated, was with Western Massachusetts for 24 years as head buyer and booker before joining Affiliated a year ago.

L&D Theatres will retain the operation of six drive-ins with Daytz Theatres handling the buying and booking. Three are in Pittsfield, one in Turners Falls, one in Hadley and one in Boxboro, all in Massachusetts. Al Lourie, a partner in L&D Theatres will also continue to operate his three drive-ins in Maine and two regular theatres in suburban Boston. Al Daytz, the other partner, will also retain his interest in several drive-ins in Massachusetts, New Hampshire and Vermont.

'Life' Survey on Theatre Attendance Points Up Difficulties of Film-Making

By MARTIN QUIGLEY, JR.

Although the motion picture industry depends more than any other for success on intangible factors affecting the public's mood, it still knows little about why some of its products are successful and others meet with a disappointing reception.

Since there has been so little research in the film industry particular attention is attached to any documentation of long-held opinions or hunches. This week *Life* magazine has released a study called "Factors Motivating Movie Attendance" prepared for it by Marketing, Merchandising and Research, Inc. of Flushing, N.Y. While none of the conclusions in

(*Continued on page* 4)

Ottens Resigns 'Daily' Post; Kahns Succeed

Alan and Jane Otten, the husband and wife newspaper team who have represented MOTION PICTURE DAILY and Quigley Publications in Washington for the past 12 years, have

(*Continued on page* 5)

REVIEW:

The Story on Page One

20th-Fox—CinemaScope

THERE IS SOMETHING about courtroom melodramas that appeals to audiences of all types and ages, and producer Jerry Wald and writer-director Clifford Odets have shrewdly capitalized on the elements that go to make up that appeal in their "The Story on Page One."

The well-tested and still exploitable formula goes something like this: Take a juicy killing, preferably with a sex angle, and be sure to show the scene in which it occurs. Then take the case to court; make the de-

(*Continued on page* 5)

Commerce Dept. View

Gov't Sees '60 Exceeding '59 For Industry

Better Films, Advertising Credited for the Upsurge

From THE DAILY Bureau

WASHINGTON, Dec. 27. — The government predicted the box-office upsurge that started in 1959 will continue into 1960 and that the new year will be a good one for the motion picture industry. Foreign business will also continue at a high level, it said.

The prediction came in a year-end survey by the Commerce Department's film division, headed by Nathan D. Golden. He said box-office receipts this year totalled about $1,200,000,000, up some seven per cent from last year's $1,168,000,000, and that the rising trend will continue. Higher receipts are due, he declared, to the rising attendance for the first time in many years, resulting from

(*Continued on page* 2)

SEC Sets Dec. 30 for Skiatron Stock Hearing

From THE DAILY Bureau

WASHINGTON, Dec. 27. — The Securities and Exchange Commission has scheduled a hearing on December 30 to consider whether it should suspend a stock registration statement filed by Skiatron Electronics and

(*Continued on page* 5)

McLendon TV, Radio Spots for Para. Reissues

Special to THE DAILY

DALLAS, Dec. 27.—Paramount Pictures has made a deal, unique of its kind, for a theatre company here to prepare the radio and tv promotional part of its campaign on behalf of the

(*Continued on page* 2)

Lifelike color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

AL LOWE, Latin American supervisor for Universal International Films, Inc., arrived here at the weekend from Rio de Janiero for business discussions with AMERICO ABOAF, foreign general manager, who returns here from Europe tomorrow.

•

GERALD ROWE, Paramount Pictures advertising manager, was married here yesterday to JOYCE ALLEYNE ALLAN. The couple will honeymoon in Mexico.

•

RAY STARK, producer of Paramount's "The World of Suzie Wong," left Hollywood at the weekend for Hong Kong to begin production on the film.

•

E. JONNY GRAFF, NTA vice-president and general sales manager, and BART MCHUGH, NTA director of network program sales, left Sunday for the West Coast for program conferences.

•

FRANK MANTZKE, president of Northwest Allied, Minneapolis, is spending the holidays in Van Nuys, Calif.

•

ABE WEINER, Boston independent film distributor, is a patient at the Massachusetts General Hospital for corrective surgery.

•

BOB HOSSE, executive with the Crescent Amusement Co., Nashville, Tenn., has returned there from Atlanta.

•

JOHN Q. ADAMS, executive vice-president of Interstate Circuit, Inc., and Texas Consolidated Theatres, Inc., Dallas, has been named to the board of directors of United Cerebral Palsy.

•

WILLIAM REICH, general manager of American International Export Corp., left here for the West Coast yesterday.



Gov't Sees '60 Exceeding '59

(Continued from page 1)

better films and increased advertising and exploitation; higher admission prices; and lower Federal admission taxes.

Average theatre attendance in 1958, the Commerce Department reported, dropped to 42,000,000 a week compared to about 45,000,000 to 46,000,000 in the thre preceding years. Attendance rose only slightly in the first quarter of 1959 but increased markedly during the summer. He said this upsurge was generally attributed to a quantity of high quality films, good exploitation and a more favorable attitude on the part of the public. "Apparently both the producer and exhibitor have been doing a better selling job," he observed.

Number of Features Declined

Feature production continued to decline in 1959, totalling some 190 to 200 films compared with 240 in 1958, Golden said. He predicted more films would likely be available in 1960 though no large increase in production is expected. He pointed out that current films are of a more expensive and higher quality, resulting in higher charges and longer runs.

TV a Threat Overseas

Industry leaders are expressing optimism on the future, the Commerce report mentioned, and cited extensive theatre remodeling and higher advertising budgets as concrete evidence.

Foreign earnings reached about $215,000,000 this year and will continue at about that high level in 1960, Commerce declared. It said international business should continue to be good, though it conceded that the expansion of television in Western Europe is becoming a matter of concern to theatres there.

In another report, the Commerce Department predicted that production and sales of photographic equipment and supplies would total about $2,300,000,000 in the coming year, more than eight per cent above the 1959 levels.

Social, Civic Leaders Attend 'Solomon' Bow

More than 2,700 social and civic dignitaries, motion picture industry leaders and show business personalities attended the Christmas night premiere of "Solomon and Sheba," Edward Small's $6,000,000 Biblical spectacle in Super Technirama-70 at the refurbished Capitol Theatre here.

Among the guests were Joey Adams, Tallulah Bankhead, Polly Bergen, Red Buttons, Joan Collins, Rave Garroway, Althea Gibson, Benny Goodman, Leonard Lyons, Billy Rose and Danton Walker. The Capitol has just been renovated at a cost of $1,000,000.

Mirisch Names Biondi To Exploitation Position

Guy Biondi, veteran film publicist and executive, at the weekend was named eastern advertising, publicity and exploitation representative for the Mirisch Company. The appointment is effective Jan. 4.

Biondi set up and directed field operations for Michael Todd's "Around the World in 80 Days" from its first road show release. Before that he was assistant to Jeff Livingston, Universal Pictures eastern advertising manager.

Kramer to 30 Cities

Stanley Kramer, producer and director of "On the Beach" for United Artists release, will make a coast-to-coast promotional tour of 30 major cities in connection with key regional playdates set for early 1960, it was announced here at the weekend.

McLendon-TV

(Continued from page 1)

re-issues of "Country Girl" and "Bridges of Toko-Ri."

The exhibitor is the Gordon McLendon Co. of this city, which over the past several years has achieved notable success in promoting re-issues in its own theatres, primarily with radio and television merchandising "spots."

Paramount will launch the combination package on a test basis here and in San Francisco and Philadelphia. Locally, it will open Jan. 28 at McLendon's Preston Royal and Casa Linda theatres, and also at the Texas and Circle theatres.

The agreement calls for the Dallas theatre company to receive a $10,000 guarantee from Paramount, plus a percentage of the gross on a sliding scale. In addition to preparing for Paramount complete masters of radio "spots" and film negatives for tv use, McLendon will supervise time buying for the distributor. McLendon also has interests in radio and tv here.

Worked on 'Never So Few'

It was also revealed that McLendon prepared radio and tv promotion for the MGM release, "Never So Few," on a straight fee basis. The picture will open at the Majestic here Jan. 1.

In addition, McLendon is talking a distribution deal with Paramount for a film, "Affair in Sweden," which he plans to film in Finland and Sweden next summer. Producers in the two countries will supply much of the financing, with McLendon furnishing the script and three U.S. actors.

York, Pa. Grants 5% Cut in Admission Tax

Special to THE DAILY

YORK, PA., Dec. 27—City Council voted into law a newly reduced amusement tax bill. The revised tax measure cuts the amusement admissions tax from ten to five per cent.

See End to New England Drive-In 'Price War'

Special to THE DAILY

BOSTON, Dec. 27.—Acquisition by Rifkin Theatres of two drive-ins in New England should help in eliminating the "price war" that has been waged in the area for the past year, Julian Rifkin, president of the circuit, said at the weekend.

Rifkin Theatres has taken a long-term lease on the Family Drive-in at Seekon, Mass., and the Ponta Delgada Drive-In at North Tiverton, R.I. Both are in the same general area with two other Rifkin drive-ins, the Shipyard in Providence and the Pike in Johnston, R.I.

The "price war," engaged in by all drive-ins in that territory, began when one theatre made a practice of charging only $1 per car, regardless of the number of patrons in it. Other drive-ins soon followed suit until all had adopted the policy.

Built by Lepes and Zalkind

The two new drive-ins acquired by Rifkin were built by Hyman Lepes and Norman Zalkind, both of Fall River, Mass. The Ponta has 900 speakers and the Family 1500. The latter stays open all year round; the former is now closed for the winter. Rifkin has ten drive-ins with these additions.

Zalkind said he intends to concentrate on operating his suburban Strand Theatre in Fall River.

Philadelphia Suburb Imposes Amusement Tax

Special to THE DAILY

HORSHAM, PA., Dec. 27.—A 1 percent amusement tax will go into effect in Horsham Township in suburban Philadelphia on Jan. 1 as the result of official action taken by the township supervisors. The amusement tax was originally imposed last year but an appeal from the tax was upheld by the courts.

Reinforced by Legislation

Subsequent to the court ruling additional state legislation reinforced the right of Second Class Townships to administer the tax. It was with this legislation in mind that the township supervisors reinstituted the levy.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpuhco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better-Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

GUARANTEED PRE-SOLD BY UNIVERSAL

ON NEW YEAR'S EVE ALL AMERICA WILL BE TOLD THAT 1960 WILL BE THE YEAR OF SPARTACUS



...BY 3870 RADIO SPOTS ON 690 STATIONS OVER 3 NATIONAL NETWORKS!

The greatest concentrated barrage of radio spots in motion picture history!

Far-in-advance planning...that will make this the most thoroughly PRE-SOLD picture ever presented!

A Bryna Production • A Universal-International Release



'Life' Survey Scans Theatre Attendance

(*Continued from page* 1)

the *Life* report are unexpected or novel, they still should command the interest of members of all branches of the industry.

In brief, these were the findings resulting from 652 long telephone interviews with persons in Atlanta, Chicago, Hartford, Los Angeles and Queens and Westchester Counties, N.Y.

1. There are two distinct groups, "frequent and infrequent" moviegoers, with different tastes and motivations that influence attendance.

2. Admission price is a minor factor, except among some of the frequent moviegoers.

3. Children have a significant influence in the selection of pictures which are attended by the family.

4. "A certain amount of social stigma appears to be attached to moviegoing, especially among the higher education groups. Moviegoing is often associated with some embarrassment and guilt." (This assertion would seem to be in conflict with the finding that attendance is greater as you go up the educational scale.)

5. Frequent moviegoers taste runs towards comedy and action, book adaptations and more provocative, adult themes. Infrequent moviegoers dislike violence in films and incline towards musicals, films appealing to children and religious subjects.

6. Major drive for censorship comes from those who criticize casual treatment of immorality and sex. Infrequent moviegoers are more likely to be advocating censorship than those who attend regularly.

7. "Missionary" films should be made to attract the infrequent moviegoers. It would seem this would be more practicable financially with low budget films.

It may be something of a shock to exhibitors to know that those who made the *Life* study considered a frequent moviegoer one who attends an average of twice a month or oftener; a moderate moviegoer, one who goes from three to twelve times a year and an infrequent moviegoer one who goes no more than twice a year. The old standard of weekly attendance seems to be gone. It was reported that only 28 per cent of those interviewed were classed as frequent moviegoers with 50 per cent as moderate moviegoers and 22 per cent as infrequent moviegoers.

On the characteristics of the moviegoers it was noted that the frequent moviegoers are proportionately greatest in the age group of those under 30, with attendance particularly numerous until the birth of the first baby (and resulting "baby sitter" problem and costs). It is also asserted that persons in households of five or more persons are more likely to be infrequent moviegoers than those in small households and that those who rent apartments are better movie goers than those who own or rent houses.

TV Viewing Estimated

It might be of interest to note that according to the study, all three groups of moviegoers, frequent, moderate and infrequent, see television programs for about 14½ hours per week. One encouraging factor is that it was reported that 49 per cent said they felt that picture quality had improved as compared with ten years ago. Of the frequent moviegoers nearly 75 per cent assigned various technical reasons as to why pictures are better and less than one quarter of those interviewed cited more mature or adult treatments. Apparently about an equal number each recommended more serious — presumably "more adult"—pictures and a de-emphasis of sex and violence.

On the matter of price two-thirds of those interviewed said that reduction in admission prices would not increase frequency of attendance.

Views Expressed on Censorship

On censorship 37 per cent were said to want more, 44 per cent the same and 17 per cent less.

The *Life* research as well as similar studies in the past demonstrates that there is no longer a "movie market" but many different markets, depending on the appeal of each picture. At present there are not enough frequent moviegoers to sustain the industry. Successful pictures must satisfy the important segment embracing the regular patrons and also have an appeal to those who are moderate or infrequent moviegoers. That is a tall order and the reason why film production involves such great risks.

Yule Grosses

(*Continued from page* 1)

and casting, in addition to the usual holiday bonanza, were responsible for the downtown rush of theatre-goers. Cold but clement weather was the prediction and, anticipating the same through New Year's Day, theatre managers observed that the 1959-60 weekend could be the biggest of them all. Neighborhood theatres, too, felt that holiday business could represent the beginning of a boom for next year.

Capacity business was reported at many downtown houses. Long lines, some stretching for several blocks, were the story at the Music Hall which is showing Univeral's "Operation Petticoat" and the theatre's annual Christmas stage show.

The Music Hall was in for a "bang-up" weekend, providing weather was not unfavorable, and the house expected to equal or exceed last year's Christmas week gross provided by "Auntie Mame," which did more than $225,000 for the corresponding week.

'Abner' Strong at Roxy

Indications at the Roxy were that Paramount's "L'il Abner" and the stage show would top 1958's Christmas record-breaking business, when "Seventh Voyage of Sinbad" was featured. A Christmas day gross exceeding "Sinbad's" $35,000 was anticipated.

At Loew's State, M-G-M's "Ben-Hur" continued its amazing way, sold-out through the weekend. With extra shows and advanced holiday prices, it was estimated that the spectacle would "easily insure a holiday record." The theatre's anticipated gross for the week ending this coming Wednesday is $61,804, with $32,318 indicated for the Christmas weekend.

All 11 reserved-seat engagements of "Ben-Hur" were doing extremely well around the country. Ten have already opened to all-time advance sale records, and an 11th record-breaker was indicated Christmas Day in Atlanta, when the "blockbuster" opened at the Roxy in that city.

'Solomon' Popular

"Solomon and Sheba," which opened Saturday at the Capitol, also did turn-away business over the weekend. The Edward Small production, which helped to introduce audiences to the newly-redecorated theatre, was a most popular draw on the weekend film card.

One of the hottest Times Square holiday entries was Twentieth Century-Fox's "Journey to the Center of the Earth," at the Paramount, reportedly the biggest grosser at that theatre since "The Young Lions."

'Journey' in Third Week

Now in its third week, "Journey" showed strong possibilities of breaking prior house records for a Christmas weekend. The film was also doing "sensational" business in Cleveland, Chicago, Louisville, Columbus, Dayton and Cincinnati, having earlier broken first-week records in Denver and Salt Lake City, 20th-Fox reported.

The Paramount has scheduled extra holiday performances of "Journey" and plans to saturate specific television stations in advance of future key situations.

"Suddenly, Last Summer," at the Criterion and Sutton, was also doing well, following average first day receipts at both theatres "The Gene Krupa Story," another Columbia production, opened Friday at the Forum and was well on its way toward a house record. In-person appearances by Krupa and Sal Mineo, who plays the drummer in the film, in four key situations were largely responsible for the heavy draws.

Extra Showings for 'Porgy'

The Warner Theatre scheduled extra weekend showings for "Porgy and Bess" which entered its 27th week at the theatre on Christmas Eve. Matinees are being given every day between Dec. 25 and Jan. 3. A weekend gross of $25,000 was expected, with receipts for the week ending next Wednesady a hoped-for $55,000.

United Artists' "On The Beach," at the Astor was heading toward an excellent $60,000 for the week, possibly a record. Long lines were reported all weekend at the Astor.

"Happy Anniversary," at the Victoria, was doing only fairly well as it moved into the holiday, but business increased noticeably over the weekend.

"Behind the Great Wall," in AromaRama, was expected to do business totaling $22,000 for the week, indicating a notable increase of patrons at the theatre. Extra holiday performances were scheduled for the first motion picture with scent, at the De Mille. A total of 47 showings were set from Dec. 26 through Jan. 3, 22 showings over the normal schedule.

Crescent Princess to Be Road-Show Theatre

Special to THE DAILY

NASHVILLE, Dec. 27.—The Crescent Circuit's Princess Theatre here, dark since December 9 for a complete remodeling at a cost of about $50,000, reopened Christmas Day under a new name, the Crescent Downtown Theatre.

Known for some years as a double feature house, the theatre from now on will concentrate on road show and top quality pictures in 70-mm. and stereophonic sound. Its initial attraction is "The Big Fisherman," and others planned for the future include "Solomon and Sheba," "Can Can," "Ben-Hur," "The Alamo" and re-runs in the original 70-mm. versions of "South Pacific," "Around the World in 80 Days" and "Oklahoma."

New Projection and Screen

Robert E. Hosse, Crescent Circuit vice president, said the theatre has been completely repainted and recarpeted, rest rooms re-done and concession stand remodelled. He said new Century projection equipment to handle the 70-mm. films cost $35,000. A 45-foot screen has been installed, covering the entire end of the theatre.



PEOPLE

Jack Beresin, head of Berlo Vending Company, Philadelphia, and former chief barker of Variety Clubs International, was appointed chairman of the Theatrical and Amusement Division for the 1960 Allied Jewish Appeal there. **Albert Glaubinger,** local branch manager for United Artists; and **Jay Emanuel,** local exhibitor, were named co-chairmen of the division's steering committee which includes **Abe Ellis,** head of the A. M. Ellis Theatres, **David Supowitz,** theatre architect; and **Sylvan Cohen,** industry attorney and former chief barker of the Philadelphia Variety Club.

□

William Goldman, head of the William Goldman Theatres, Philadelphia, presented the $34,000 housing facilities for laboratory animals dedicated at Hahnemann Medical College in that city.

□

Harry I. Waxmann, veteran theatre owner in Atlantic City, N. J., was installed as president of the Ye Olde Tymes Association there.

Fox's 45th Year

(*Continued from page* 1)

everywhere that 20th Century-Fox, is expending record-breaking amounts on film production and merchandising, as amply provided to make their operations enjoy the most fruitful year they have ever known."

Harrison, who returned over the week-end from a week's conferences at the studio with the company's production chief Buddy Adler and independent producers, attended a preview of "Can-Can" and viewed complete footage and "rushes" of 14 major productions which 20th-Fox includes among its releases for the first six months of this year. Harrison said: "In all the years I have been with the company I have never been more elated over present and future product as I am now. This is doubly significant because we have finalized unprecedented plans for the merchandising of the product we have scheduled for our 45th anniversary year."

Harrison will make a detailed report of the year's program to the company's U.S. and Canadian branch managers and their regional advertising and publicity managers. Because of the company's autonomy in branch operation, the exchange heads, will have a hand in determination of sales policy on the feature product.

Another feature of the convention will be the report each branch manager will personally make regarding experience on and results accrued on the policy of autonomous territorial operations in the last nine months of 1958.

Spyros P. Skouras, president, will address the convention over which Harrison will preside. Others scheduled to address the convention are executive vice-president W. C. Michel, vice-president and eastern studio representative Joseph H. Moskowitz, vice-president Charles Einfeld, secretary-treasurer Donald A. Henderson, assistant general sales managers C. Glenn Norris and Martin Moskowitz, and others.

During the convention Harrison will announce the late Buffalo branch manager Charles B. Kosco's successor.



The Story on Page One

CONTINUED FROM PAGE 1

fense attorney an underdog and the prosecutor a supercilious, unsympathetic type. Set these two at verbal warfare with one another and a stream of witnesses. Finally, if you have made the defendant (s) sufficiently appealing and likeable, be sure to have the jury return a verdict of "not guilty." You can't miss.

Odets has followed the pattern to a "T." He introduces Rita Hayworth and Gig Young as a pair of lovers caught together by her husband, Alfred Ryder, and shows the latter being shot to death following a struggle with Young. The defense contends that the shooting was accidental; the prosecution seeks to prove it was a calculated plot to get the husband out of the way. Anthony Franciosa arrives on the scene as the lawyer for Miss Hayworth, and he is definitely an "underdog," very nervous and intense. Representing the prosecution is Sanford Meisner, and he is as supercilious as anyone could possibly ask.

The bulk of the drama takes place in the courtroom, following about 45 minutes in which the unhappy home life of Miss Hayworth and Rider is depicted and the pertinent events leading up to the death of the latter described. These early episodes have a "soap opera" quality about them, but once in the court room the drama starts to catch fire.

Lawyer clashes with lawyer; witnesses are trapped into admitting lies on the stand; the heroine breaks down under questioning by the prosecution; and the male defendant is assaulted by the brother of the man he is accused of killing just before he takes the stand. These are mostly staple stunts of courtroom melodrama, but Odets has written and directed them in a sharp and vigorous style.

Most vehement and sizzling of the courtroom tangles is that between lawyer Franciosa and Mildred Dunnock as the mother of Young, co-defendant with Miss Hayworth. An important issue in the case for the defense revolves around the jury being convinced that Young has been always dominated by and is in deadly fear of his mother. On the outside Miss Dunnock is a sweet and genteel woman, ostensibly greatly concerned about the welfare of her son. But through clever questioning Franciosa strips her mask away and a clear-cut case of "Momism" is exposed.

In the end Miss Hayworth and Young are acquitted and leave the court together. The verdict may not come as a surprise, but the audience would not have it any other way.

Wald and Odets have done some intriguing casting against "type"; Miss Hayworth, a glamour symbol, plays a drab housewife; Young, known primarily for sophisticated comedy roles, is required to be grim and serious here; and Miss Dunnock, usually all sweetness and light, is evil and corrupt in this performance.

Some of the dialogue is in the candid category that is currently fashionable and puts the film in an adult classification. Photography is in black-and-white CinemaScope.

Running time, 123 minutes. Adult classification. Release, in December.

RICHARD GERTNER

Ottens Resign

(*Continued from page* 1)

resigned that post and will be succeeded January 1 by Ephraim and Helen Kahn.

Alan Otten, a member of the Washington Bureau of the *Wall Street Journal* this year has been given additional assignments as a White House and political reporter for that paper—most recently he covered the Eisenhower trip to Europe and Asia.

The Kahns are veteran Washington newspaper people, having covered Capitol Hill for wire services, newspapers and trade papers for the past 13 years.

Phila. VC Fete Set

PHILADELPHIA, Dec. 27.—Philadelphia Variety Club Tent No. 13 will celebrate its 25th anniversary with a dinner on Jan. 11 at the Bellevue-Stratford Hotel.

The anniversary dinner will also mark the installation of new officers.



S. E. C. Slates

(*Continued from page* 1)

Television Corp, New York City. In the meantime, it extended until January 6, 1960, its December 18 through 27 ban on all trading in Skiatron stock.

SEC said that the hearing will consider charges that challenge the adequacy and accuracy of various items in Skiatron's registration statement. Among the matters to be queried are the company's failure to disclose that some of the 172,242 shares involved "had been held as collateral." Another item concerns failure to say that certain shares, which had been issued to Matthew M. Fox, were held as collateral by Judson Commercial Corporation on defaulted demand notes, which bore interest at the rate of 3 per cent per month, payable monthly.

Exploitation Total Undisclosed

SEC also charged that Skiatron had not told of the extent of its efforts to begin commercial operations of its Subscriber-Vision system during the past five years and how much it had spent in trying to exploit and develop its version of pay-as-you-see TV. SEC noted that the company had not stated that it had spent about $1.5 million in interest on borrowed funds, or the source of the funds.

The stock market watchdog agency also stated that the Skiatron registration statement had not shown a financial statement for Fox—who has an exclusive license for using Subscriber-Vision—or of Skiatron of America, Inc., which is controlled by Fox and which has been assigned his Subscriber-Vision license.

Apr. 30 Balance Sheet Cited

SEC said that the registration statement also did not disclose "the lack of financial resources available to Fox to pursue exploitation and development of the system, particularly in view of the financial position of Skiatron of America. Inc., as shown in balance sheet of April 30, 1959."

That sets forth current assets of $16,728 and total assets of $2,427,459, total liabilities of $5,724,418 and a total deficit of $3,297,459.

SEC also observed that Skiatron's registration did not show that Fox had pledged his Skiatron license agreement to secure his indebtedness to Skiatron's president, Arthur Levey, and to others, including the facts and circumstances surrounding the transactions in which Levey loaned Fox 206,000 shares of Skiatron stock.



The Story On Page One

What we know as love seems so common in daily life that it becomes newsworthy only when, by a pitiful contradiction, a man or woman occasionally murders for it. That is what this new film, "The Story On Page One" is about.

An average man and woman, chained by family ties and unhappy marriage, dare to reach out in a desperate and illicit try for love. And almost before these two neighbors of yours have left their dusty corners, they find themselves before judge and jury, charged with the dreaded "murder one", murder in the very first degree!

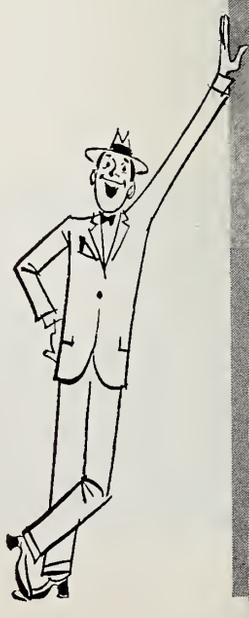
Stunned and bewildered, but actually innocent, their private lives exposed vividly in the daily press, this man and woman unflinchingly face together the impartial but terrible machinery of the law. In this Jerry Wald production for 20th Century-Fox, an unusually strong cast headed by Rita Hayworth, Anthony Franciosa and Gig Young, plays this tense, human drama for all it is worth.

The picture was both written and directed carefully by the undersigned. That you will enjoy and like it is a promise made not lightly or untruthfully.

Sincerely yours,

Clifford Odets

Clifford Odets



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 124 NEW YORK, U.S.A., TUESDAY, DECEMBER 29, 1959 TEN CENTS

8 Months Gone

None Apply For Toll-TV Test License

Proponents Silent Since April; Congress Opposed

From THE DAILY Bureau

WASHINGTON, Dec. 28 — In the eight months since the Federal Communications Commission agreed to permit a test of toll-tv under limited conditions, no one has asked the commission for a license to do so.

The pay-tv proponents, whose efforts to obtain permission to test the medium resulted in a rash of adverse congressional reaction in the last session of Congress, have been silent sinee April. And not one station has eome

(*Continued on page* 2)

Plans 'Conqueror' in 2 Wide-Screen Processes

By SAMUEL D. BERNS

HOLLYWOOD, Dee. 28.—"William the Conqueror" will be filmed in both Super Teehnirama-70 and another process comparable to Cinerama, capable of filling screens up to 180 feet wide, and will be road-shown internationally under the auspieies of an international road show eompany, it was announeed at a press interview in the Hollywood Brown Derby today by Claude Heilman, produeer of the feature.

Heilman, 30-year-old produeer, whose initial venture was "This Earth Is Mine" for Universal, returned here recently from England and Europe where he eoncluded arrangements

(*Continued on page* 2)

Four Newly Remodeled Coast Theatres Open

From THE DAILY Bureau

HOLLYWOOD, Dee. 28—The holiday week was marked with an atmosphere of eonfidence in the long life of the motion pieture theatre, with the re-openings of four newly refurbished theatres, two ehain houses and two

(*Continued on page* 2)

TELEVISION TODAY—page 4

Anti-Obscenity Ordinance in Columbus, Ohio, Ruled Unconstitutional by Municipal Judge

Special to THE DAILY

COLUMBUS, O., Dec. 28. — The city's anti-obscenity ordinance, which includes a ban on "obscene" movies, was ruled unconstitutional by Judge William T. Gillie of Municipal Court in a case involving a newsstand operator charged with selling "obscene" magazines.

Police last July arrested Tony Cimino, the newsstand proprietor, under the city ordinance, which was amended last September to include motion pictures. Prior to that time the ordinance listed magazines, sketches and other items banned when they are "obscene."

Judge Gillie dismissed the charge on a motion of defense attorneys because the city law does not contain the word "knowingly." He said the city statute is in conflict with the Ohio law, which does state a person must have knowledge that the literature he is selling is obscene. Gillie said he also based his decision on a recent ruling of the U. S. Supreme Court.

Third Reading for U.K. Films Bill on Jan. 26

From THE DAILY Bureau

LONDON, Dee. 28. — The final stages of the government's new Cinematograph Films Bill—the report and third reading—will take place in the House of Commons Jan. 26, the day Parliament reassembles after the Christmas reeess.

The Bill will then have to pass

(*Continued on page* 6)

U.K. Admissions Hike Scored by Exhibitor

From THE DAILY Bureau

LONDON, Dee. 28.—Leading Seottish exhibitor Sir Alexander King is opposed to the major eireuits' deeision to inerease admission priees at most of their einemas on Jan. 10.

"As I am antieipating that entertainments tax will be abolished in the

(*Continued on page* 6)

Loaned Own Skiatron Stock, Levey Says

Arthur Levey, president of Skiatron Eleetronies and Television Corp., in a statement made publie yesterday said it was his personal stoek holdings in that company he loaned to Skiatron of Ameriea to help finance the work of getting the Subscriber-Vision pay tv system into readiness.

The Seeurities and Exchange Commission has suspended trading in Skiatron stoek to Jan. 6 and has set a

(*Continued on page* 2)

Ross Heads Publicity Unit on Para. 'Jacks'

A special publicity unit, headed by Paul B. Ross, has been set up by Paramount Pietures to coordinate national promotion on "One-Eyed Jaeks," a multi-million dollar Teehnicolor ro-

(*Continued on page* 2)

REVIEW:

Who Was That Lady?

Ansark—George Sidney Prod.—Columbia

HOLLYWOOD, Dec. 28

LAUGHTER IS the greatest cure for any box office blues, and there's a big dose of it in "Who Was That Lady?". Tony Curtis, Dean Martin and Janet Leigh display a flair for comedy through unusual teamwork and "timing" that lifts Norman Krasna's and George Sidney's production to the strata of big money attractions.

George Sidney's tasteful direction of hilarious pieces of business, culled from Krasna's screenplay, tempers the film's emphasis on sex to make it

(*Continued on page* 4)

Here and Elsewhere

New Holiday Records Set At Christmas

Long Lines Order of Day At Theatres Around Nation

By SAUL OSTROVE

Christmas weekend was one of the greatest in holiday history for theatres in the Times Square area, and reports from around the country indieated that theatres in other key cities did equally sensational business for the three days, Friday through Monday, in most eases exceeding grosses reported for the past several Christmas periods.

Loeally, several house records for a Christmas weekend were broken and, despite inelement weather over much of the long weekend, notably on Sunday, lines of enormous length stemmed from midtown and many eircuit theatres.

Around Times Square, it was generally capacity and more capacity.

The figures are all the more stunning when due is paid not only to the foul weather but also to Sunday afternoon's "eaptive" television audienee which viewed the champion-

(*Continued on page* 7)

N. Y. Critics Select 'Ben-Hur'; '400 Blows'

"Ben-Hur," Audrey Hepburn, James Stewart, Fred Zinnemann and "The 400 Blows" yesterday were named 1959 winners in major motion picture eategories by New York Film Critics.

As best motion pieture, Metro-Goldwyn-Mayer's "Ben-Hur" reeeived 10 votes on the fifth ballot to five for "Room at the Top," a British film that

(*Continued on page* 6)

Pickus to Be Honored At Connecticut Dinner

Special to THE DAILY

HARTFORD, Dee. 28—The Connecticut film industry will honor the new TOA president Albert M. Pickus, owner of the Stratford Theatre, Stratford, at a testimonial dinner on Jan.

(*Continued on page* 2)

PERSONAL MENTION

EDWARD S. FELDMAN, international publicity coordinator on Ray Stark's "The World of Suzie Wong," left New York yesterday for Hong Kong, where the Paramount release will start production on Jan. 4.

•

JAMES J. GAFFNEY, vice-president of Ross-Gaffney, Inc., returned to New York from Munich yesterday after cutting the first pilot TV film made in Germany for the American market.

•

EDMUND C. DEBERRY, assistant to HUGH OWEN, Paramount vice-president, has returned to New York from Jacksonville.

•

LARRY LEOPOLD, assistant manager at the Arcadia Theatre, Philadelphia, and ANNE FRANCH, former cashier at the theatre, have been married.

Four Coast Houses

(*Continued from page* 1)

independents, at a combined cost of approximately $500,000.

The Fox Wilshire, RKO Pantages, Rosener's Music Hall and the La Brea, the latter instituting an "art house" policy, were launched with invitational cocktail parties to experience a preview of seat comfort, carpeting and drapes, among other renovations.

Pacific Drive-In Theatres announced the start of construction on a new 1500-car drive-in theatre to be known as the Canoga Park, located north of Sherman Way on Canoga Boulevard.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

FOR 41 YEARS THE BEST AND FASTEST SPECIAL TRAILERS
NEED A GOOD TRAILER FAST?
. . CALL ON FILMACK.
YOU'LL BE GLAD YOU DID!
CHICAGO 1327 So. Wabash FILMACK NEW YORK 630 Ninth Avenue

Ross Named

(*Continued from page* 1)

mantic drama directed by and starring Marlon Brando.

The announcement was made by Martin Davis, national advertising, publicity and exploitation manager.

Ross has just completed an assignment for the company as campaign coordinator on "Li'l Abner," now in release. Prior to joining Paramount, Ross was head of the New York motion picture department of Rogers & Cowan, independent publicity office. He has also held key publicity posts with Universal-International and the J. Arthur Rank Organization.



Paul B. Ross

Loaned Stock: Levey

(*Continued from page* 1)

hearing for tomorrow on whether it should suspend a stock registration statement filed by Skiatron Electronics.

Levey said Skiatron Electronics and Skiatron of America are cooperating fully with S.E.C. and are making every effort to supply it with all information requested. He added:

"The facts of record show clearly that my actions directly supported the interests of Skiatron stockholders.

Stresses 'My Own' Stock

"Knowing that stockholders of Skiatron Electronics would benefit from getting the Subscriber-Vision systems into operation, I personally aided in the financing of Skiatron of America by loaning 206,000 shares of *my own* personal stock holdings in Skiatron Electronics to Skiatron of America. I told of some of my actions along this line in a letter to every Skiatron Electronics stockholder on November 12, 1957. These 206,000 shares were my own stock—not shares owned by Skiatron Electronics.

"Furthermore, Skiatron Electronics has financed its developments in the subscription television field without borrowing money, without paying any interest whatever on loans for that purpose. The Company's financial statements show this.

Calls Investment Heavy

"Skiatron of America, Inc., was organized to get the Subscriber-Vision systems ready for operation, and has naturally made a considerable investment to this end. Skiatron Electronics stockholders stand to benefit from the research and development and programming which these expenditures make possible."

'Journey' Spotlighted In Full-Page Ads Here

"Journey to the Center of the Earth" is spotlighted in full-page merchandising ads in all leading New York newspapers this week, as the world's largest department store, Macy's, and 20th Century-Fox join in a cooperative local-level promotional campaign on behalf of the film.

Appearing yesterday in the *New York Times, Tribune* and *Journal-American,* today, in the *Daily News* and *Telegram,* and tomorrow in the *Daily Mirror* and *N.Y. Post,* a total of nearly 20 million people will be reached by the campaign. Macy's has given over their entire 34th Street window to an eye-catching display of color blow-ups of stills from the Charles Brackett production.

Plans 'Conqueror'

(*Continued from page* 1)

with eight different countries for financing and distribution rights of the $7,000,000 production. The financing and contractual agreements, it was pointed out, will be funneled through a Swiss corporation which will provide tax benefits in attracting key names and personnel to be identified with the production and distribution structure. Completion guarantee of $1,300,000 has already been posted by the Swiss corporation, Heilman stated.

Technicolor to Participate

It was also disclosed that Technicolor will have a participating interest in "William," in exchange for supplying technical and executive personnel in development of the project.

The Cinerama-type process will be demonstrated here at Chinese Theatre within next two weeks, Heilman said.

"William" will be shown in 35mm theatres 18 months following the road show engagements, and will be exhibited via mobile units handling sound, projection and screen installations in other parts of world.

Sam Eckman, formerly managing director of MGM in England, and recently supervising director of 20th Century-Fox's "South Pacific" presentations in UK, will act in a similar capacity for roadshow company serving the picture.

Heilman will leave here Jan. 18 to begin preparations abroad and will reschedule production plans for "Islandia," which will also be filmed in the two processes, following completion of "William."

Mrs. Mae Martin

Mrs. Mae Martin, mother of Ralph R. Martin, motion picture industry representative for *Seventeen Magazine,* died Saturday in New York. Funeral services were held yesterday morning.

None Apply

(*Continued from page* 1)

forth with a request to start the tv-test ball rolling.

The frosty attitude on the Hill is one great reason why the pay-tv field has been so quiet. Whenever pay-tv seems close to coming into being, the threat of anti-pay-tv legislation emerges from many congressmen and senators. Under this threat, only a very brave or very foolhardy operator would involve himself in everything necessary to begin a trial.

Cost a Vital Factor

Another major deterrent is cost. In order to get a foothold, a pay-tv entrepreneur would have to invest something like $100 per subscriber in setting up his operation. If he wanted a substantial number of subscribers for his trial of the medium, the entrepreneur would thus have to pay out a considerable amount of money. The drawback is that he wouldn't know if he would ever get a return on his investment—the commission has limited the test to a short period, and there is no way of knowing whether the commission or congress would say at the conclusion of the period that pay-tv would ever be permanently authorized as a service.

A further cloud on the horizon is caused by wired pay-tv. The commission's test authorization applies only to broadcast toll-tv. If a number of licensees should get going with broadcast pay-tv, there is no guarantee that someone won't come along with a better method of wired toll-tv and then the broadcast people are out—out of money and out of the field.

Will Get Harris' Attention

On the other hand, there's no guarantee that wired pay-av will have a clear field, either. House Commerce Committee Chairman Oren Harris (D., Ark.) has announced that his committee was going to have a look at wired pay-tv, which to date has not been under the jurisdiction of the FCC.

To Honor Pickus

(*Continued from page* 1)

14 at 6:30 P.M. at the Racebrook Country Club, Orange.

Phil Gravitz, Connecticut branch manager for M-G-M, is serving as general chairman. Sam Weber, Hamden, is handling reservations.

Stabler Names Kearney

HOLLYWOOD, Dec. 28—Filmaster president Robert W. Stabler has named Robert M. Kearney general manager of its newly acquired Orlando (Florida) studio facilities, effective Dec. 31.

Kearney was also named vice-president of the company's recently created government film division.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"SOLOMON AND SHEBA"

29 RECORD GROSSES IN 29 KEY OPENINGS!

The Boxoffice Reports Are In!

NEVER HAS THERE BEEN SUCH OPENING BUSINESS!

OPENED DECEMBER 25 IN THESE KEY SITUATIONS . . .

ATLANTA—Loew's • BALTIMORE—New • BOSTON—Capri • BUFFALO—Loew's Teck • CHICAGO—Woods • CLEVELAND —Loew's Stillman • CORAL GABLES—Riviera • DALLAS—Capri • DENVER—Paramount • DETROIT—United Artists HONOLULU—Kuhio • HOUSTON—Rivoli • LOS ANGELES—Wilshire • MIAMI BEACH—Loew's 170 Street • MILWAUKEE —Strand • MINNEAPOLIS—St. Louis Park • NEW YORK—Loew's Capitol • OTTAWA—Nelson • PHILADELPHIA—Fox PITTSBURGH—Penn • PORTLAND, OREGON—Hollywood • ROCHESTER—Riviera • ST. LOUIS—Esquire • SAN ANTONIO —Broadway • SAN DIEGO—Fox • SEATTLE—Paramount • SYRACUSE—Shopping Town • TORONTO—Uptown • WASH-INGTON—Palace

EDWARD SMALL PRESENTS

YUL BRYNNER GINA LOLLOBRIGIDA

SOLOMON and SHEBA

A KING VIDOR PRODUCTION · co-starring GEORGE SANDERS · MARISA PAVAN · with DAVID FARRAR as "guest star"

Produced by TED RICHMOND · Directed by KING VIDOR · Screenplay by ANTHONY VEILLER, PAUL DUDLEY and GEORGE BRUCE

Story by CRANE WILBUR · TECHNICOLOR®

SUPER TECHNIRAMA 70

THRU UA

Television Today

Filmways to Invest In 'Outside' Pilots

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 28. — Television producers who have "packages" with leading and key supporting players tied in will find a haven for their efforts with the recently formed Filmways Tv, Inc., Al Simon, president, stated in an interview at his office on the General Service Studio lot.

Simon, former executive with Desilu and McCadden Productions, said he is ready to invest in "outside" pilots, citing the difficulty today in obtaining leads for five projects he has ready for production.

Filmways Tv, which is a subsidiary of Martin Ransohoff's TV commercial producing organization, Filmways, Inc., is ready to roll with Ralph Leavy's situation comedy, "Mr. Cellini," written by Arthur Alsberg and Mel Diamond; Harold Swanton's script of "Life and Hard Times of Barney Benedict"; "War Birds," a series based on World War I fliers; Jay Somers' teleplay of "Double Take"; and a series on a fascinating trouble shooter, "Joe Domino," as soon as the proper leads can be obtained.

Simon said that while he is playing "lead" detective, the company will benefit from a re-run deal of thirteen "21 Beacon Street" programs, starring Dennis Morgan, on the ABC-TV network Sundays at 10:30 P.M., which it is expected will be expanded for a continuing series.

Announce Series on State Dep't. Officers

The forthcoming production of a TV film series dramatizing the activities of United States foreign service officers engaged in consular operations abroad was announced by Jerry Feldman, president of Derel Producing Associates, Inc.

Feldman said the series, entitled "The Consul," had been assured the full cooperation of the Department of State. Stories for the series will be drawn from accounts of foreign service officers' dramatic experiences from the files of the Department. The State Department will also provide technical advice.

NBC Promotes Eiges

Sydney H. Eiges, vice-president, press and publicity of the National Broadcasting Company, has been promoted to the newly created position of vice-president, public information, it was announced by Robert E. Kintner, president of NBC. At the same time, Kintner announced the promotion of Lester Bernstein, director of information, to the newly created position of director, corporate affairs. Both promotions are effective Jan. 8.

THE TENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 24th. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $4.00 each)

Who Was That Lady?

CONTINUED FROM PAGE 1

one of the zaniest marital comedies. In addition to the three stars, there are the priceless performances of James Whitmore, as an FBI agent with an ulcer which is aggravated by the antics of Curtis, Martin and Leigh; and Larry Storch who portrays a Russian spy with such frustrated reactions, while attempting to get information from a "drugged" Curtis, that he gives the picture one of its longest and enjoyable laugh sequences.

And, for an extra measure of fun, Barbara Nichols and Joi Lansing looking their sexiest, will be remembered as the Coogle Sisters, ready and willing to give their all for a chance in show business.

Krasna's adaptation of his play, "Who Was That Lady I Saw You With?" which was produced on Broadway by Leland Hayward, gets off to a good start and keeps building to big laugh payoffs as Janet Leigh threatens to leave her husband, Tony Curtis, a Columbia University chemistry professor, whom she catches in an embracing kiss with one of the foreign exchange students, after class.

Curtis calls on his buddy Dean Martin, a TV writer, to help him out of the jam. Martin dreams up a story, which results in Tony's convincing Janet that he has been an FBI agent working under orders to prevent enemy agents from obtaining the names of professors working on secret projects, and that kissing the foreign exchange student was in line with the performance of his duty. The doubting Janet falls for the contrived story and projects a new admiration for her husband when he produces an FBI identification card and gun, (obtained by Dean for Tony from the CBS Television prop department), as proof positive that he isn't lying.

The conscientious prop man at CBS notifies the FBI that the card issued for an alleged show has not been returned, and Whitmore is put on the case. Martin, having a great deal of influence over his buddy, inveigles him into keeping a "fun" date with the Coogle Sisters, offering Janet the excuse that Tony has to help him on a dangerous assignment, Janet having been convinced also that Dean is a member of the FBI.

WHITMAN, TRYING to retrieve the false identification card without causing another rift between the young couple, becomes more deeply involved when Janet takes him to a Chinese restaurant where she knows Dean and her husband are keeping a rendezvous with what she believes are two enemy spies. This scene ends in hilarity as Janet tries to use Tony's gun to protect him from trouble with the two "hot" Coogles, and grazes Whitmore's arm with a bullet. A CBS-TV news portable unit happens to roll by at the same moment, and a talkative Janet discloses her husband's "heroism" as an FBI agent in preventing information from falling into the hands of Russian spies.

Curtis and Martin are now deeply involved as a result of their hoax but are enlisted to help the FBI track down a couple of Russian spies who, they have discovered, are planning to kidnap Curtis to get the names of the professors. The FBI get their men, but not before Curtis and Martin, subjected to drugs and beating by the spies, are left helpless in the basement of the Empire State Building. When Curtis and Martin regain consciousness they believe they are being held captive on a Russian submarine in surroundings of pipes, levers and meters.

In an explosively funny climax, Curtis and Martin decide on a heroic gesture: to flood and sink the "submarine" while singing "God Bless America." With the turning of a number of valves, the boys find themselves waist-deep in gushing water, flooding the basement of the world's largest building. On being saved by the FBI, Curtis professes his love for Janet who has learned of the hoax, and the picture ends on a happy note as Curtis, Martin and Leigh take off in a merry gait down 34th Street. Running time, 116 minutes. General classification. Release, in January.

SAMUEL D. BERNS

Freet Replaces Keough

LINCOLN, Nebr., Dec. 28 — Phil Keough, who has been city manager for Cooper Foundation Theatres in Omaha, Nebr., has resigned effective Jan. 2, 1960, and will be replaced by Tom Freet, it was announced by Kenneth E. Anderson, general manager of the circuit. Freet has been the manager of the new Cooper Todd-AO Theatre in Omaha. He had not previously been associated with the motion picture industry. Keough will announce his plans in the near future.

Goulding Services Today

HOLLYWOOD, Dec. 28—Funeral services for Edmund Goulding, 68, who died Thursday at Cedars of Lebanon Hospital of a heart ailment, will be held tomorrow at 11:30 A.M. at the Forest Lawn Wee Kirk O' the Heather. A noted director, writer and composer for films, Goulding was born in London, England. His credits for direction include "Grand Hotel," "The Old Maid," "Dark Victory," "The Great Lie," and "The Razor's Edge."

'SHEBA' GLITTERS IN GALA NEW YORK OPENING

EDWARD SMALL'S $6.000.000 Biblical epic "Solomon and Sheba" for United Artists release draws more than 2,700 celebrities of the motiou picture industry, the legitimate theatre, television and radio and civic and social notables at its glittering Christmas premiere at the newly refurbished Loew's Capitol Theatre in New York. The gala eveut, covered by press, radio and television and newsreel representatives of 23 countries, marked the reopening of the Broadway showcase following a $1,000,000 renovation, and climaxed one of the most extensive advance exploitation drives in New York City history. Starring Yul Brynner and Gina Lollobrigida, the Super Technirama-70 production registered a tremendous week-end gross of $51,241. Only two other films in the Capitol's 40-year history have topped the $50,000 mark for two days.



Braving rain and chilling temperatures, Broadway crowds converge on New Loew's Capitol, scene of the gala "S. and S." opening.



Loew's Theatres president Eugene Picker surveys the Broadway showcase with vice-president Ernie Emerling. Theatre features new screen and projection equipment for presentation of the Super Technirama-70 production.



International winners of the Gina Lollobrigida look-alike contest ride the Capitol's new escalator, erected in the center of the grand staircase to carry patrons from orchestra level to divans and balcony.



Abbe Lane and band-leader husband Xavier Cugat are among show-business headliners sparking the glittering event, covered by an international press corps of 75 newspapers, TV and newsreel reporters.



Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, with John Murphy, executive vice-president of Loew's Theatres, at a special afternoon press and exhibitor preview.



The special theatre preview attracts thousands of New Yorkers, media representatives and high school editors from the New York area for the first look at "Solomon and Sheba" and completely rebuilt New Loew's Capitol.



Critics Select

(*Continued from page* 1)

finished second in two other categories, best actress and best screenplay. Other nominees for best picture were "The Diary of Anne Frank," "The Last Angry Man," "Suddenly, Last Summer," "Career," "Anatomy of a Murder," and "On the Beach," which placed third.

The closest race was for best actress, where Audrey Hepburn ("The Nun's Story") edged Simone Signoret ("Room at the Top"), 8-7, on the sixth ballot. Earlier nominees were Elizabeth Taylor ("Suddenly, Last Summer"), Millie Perkins ("The Diary of Anne Frank"), and Lee Remick ("Anatomy of a Murder").

Stewart Won on 5th Ballot

James Stewart ("Anatomy of a Murder") trailed Paul Muni ("The Last Angry Man") for four ballots and finally won on the fifth, 10-5. Those named earlier were Jack Lemmon ("Some Like it Hot"), Charlton Heston ("Ben-Hur"), Laurence Harvey ("Room at the Top"), Joseph Welch ("Anatomy of a Murder"), Orson Welles ("Compulsion"), and Richard Burton ("Look Back in Anger").

The sixth and final ballot for best director was split four ways. Fred Zinnemann ("The Nun's Story") won with eight votes. Jack Clayton ("Room at the Top") had five, William Wyler ("Ben-Hur") and Basil Dearden ("Sapphire") each received one vote. Others nominated for best director were Joseph Anthony ("Career"), Joseph L. Mankiewicz ("Suddenly, Last Summer"), Alfred Hitchcock ("North by Northwest"), Otto Preminger ("Anatomy of a Murder"), and George Stevens ("The Diary of Anne Frank.")

'Black Orpheus' Second

The award for best foreign film went to "The 400 Blows" (French) which received 12 votes to three for "Black Orpheus" (French), on the third ballot. Other nominated films were "Aparajito" (Indian), and "The Magician" and "Wild Strawberries" (both Swedish).

The screenplay for "Anatomy of a Murder," by Wendell Mayes, was voted best for 1959, 10-3, on the third ballot. Also nominated for best screenplay were "Ben-Hur," "The Diary of Anne Frank," "Sapphire," "Career," "Look Back in Anger," "Suddenly, Last Summer," and "Room at the Top." One abstention and one absence was noted in the voting for best screenplay.

Presentation of the awards will be made on Jan. 23 at Sardi's.

Columbia Pictures pointed out yesterday that its "Anatomy of a Murder" is receiving top honors on "best films" lists for 1959. It was the only picture to appear on the "best" lists of five major New York newspapers — the *Times, Herald Tribune, Daily News, Journal-American* and *World-Telegram and Sun.*

James Stewart, star of the picture, placed third in the Top Ten Money Making Stars poll of Quigley Publications, Columbia noted.

REVIEW:

A Dog of Flanders

20th-Fox—CinemaScope

HOLLYWOOD, Dec. 28

THERE HAS BEEN little fanfare connected with this dramatic blockbuster, but, by the time it hits the screens during the coming Easter season, the whispers will be loud and strong to herald one of the biggest box office surprise "sleepers." Based on the internationally famous children's classic by Ouida, it is a simple, yet powerful story of a boy's great love for his dog and his heart-rending determination to become an artist.

It will zoom to importance the name of David Ladd for a magnificent, sensitive portrayal of the impoverished Dutch boy whose inspiration to become a great painter was nurtured by his reverence for the famous Rubens. Robert Radnitz' entire production is in itself a masterpiece framed in CinemaScope, artistically designed by Nico Baarle, with highly impressive colorful backgrounds and costumes filmed entirely on location in Holland and Belgium. The subject matter contains a number of basic human emotions drawn from Ted Sherdeman's screenplay, with pleasing strokes of direction by James B. Clark, highlighting the memorable characterizations of Donald Crisp, as the boy's grandfather, Theodore Bikel, a temperamental but soft-hearted artist, and Monique Ahrens, as his lovely model.

Add to this for box office assurance the appearance in the title role, as the dog "Patrasche," Old Yeller, the dog from Walt Disney's highly successful film of the same name.

Creditable performances are also delivered by Siohban Taylor, the little girl model and playmate of the Dutch boy, and her father, Max Croiset, the stern miller, a stalwart in the community.

UNUSUAL OPPORTUNITIES for exploitation tie-ins and publicity are in evidence throughout the film. Outstanding among these is a rare opportunity to view the famous Rubens painting, The Deposition, which covers a wall within the sanctity of Antwerp's Cathedral Of Our Lady; and which was filmed under special privilege to producer Radnitz for the manner in which it has been integrated and presented in the story.

As a moving "painting" of farm and city life in Holland and Belgium, circa 1900, it tells the story of the struggle by an aging grandfather, suffering with a leg ailment, and his grandson, an orphan, to maintain a milk cart service to the city for neighboring farmers. They find and nurse back to health a cart dog left to die by his drunken master, a peddler. The dog assists Ladd in covering the route after Crisp finds it difficult to walk, and his hopes of having his grandson help him out by becoming an apprentice diamond cutter are denied.

Ladd, on his trips to the city, befriended by Bikel and his model, is given encouragement to pursue his ambition as Bikel supplies him with painting materials. Bikel also saves the dog for the boy when the peddler tries to reclaim him. The peddler dies later as he is swept by a windmill following another attempt to take the dog.

Crisp dies while posing for his grandson, who has just completed a drawing which he will enter in a children's art competition.

The boy, destitute and frustrated by the unreasonable selection of the winning art study, which would have brought him prize money and salvation, leaves his dog with the miller's daughter and runs off in despair. Bikel, discovering the boy's work, which should have won the competition, decides to take care of the boy and help him become a painter. Bikel learns from the miller that the boy has run away, but the dog helps track him down in the Cathedral where he seeks solace on Christmas eve, in the presence of the Rubens painting, unveiled for him by a kindly priest.

Running time, 97 minutes. General classification. Release, in March, 1960.

S.D.B.

Mass. Bill Would Ban Under 18s from Drive-Ins

Special to THE DAILY

BOSTON, Dec. 28.—A bill which would ban young people under 18 from attending drive-in theatres in the Commonwealth unless they are accompanied by an adult has been filed in the state legislature by Rep. Charles Iannello.

U.K. Film Bill

(*Continued from page* 1)

through the House of Lords but is likely to have completed its passage through Parliament by the end of February.

To date, only one amendment, dealing with the controversial Clause 8 on the employment of foreign producers and directors, is scheduled for the report stage of the Bill. The government has already indicated that, as a result of industry pressure, Clause 8, which restricts the participation of foreign talent in British films, will be re-drafted.

This Clause provided that for a film to qualify as British everyone engaged as a producer or director, except one, must be a British subject, or a citizen of the Republic of Ireland, or resident in the Commonwealth. This, it was alleged, could prevent American finance being available with a consequent loss of "know-how" to Britain. About 40 per cent of British film production had the help of American finance.

U.K. Admissions

(*Continued from page* 1)

next Budget," said Sir Alex, "all extra revenue we require to keep going could come from the benefits of that concession."

This decision, Sir Alex added, was in keeping with the Chancellor's policy of keeping prices down. If, however, the Chancellor did not abolish the tax next April "our policy will be revised," said Sir Alex.

The circuits' statement issued two weeks ago said that even if the Chancellor granted complete abolition of the tax, the industry as a whole would not be showing a reasonable return on its capital outlay. The downward trend of admissions had been severely aggravated by the long, hot summer in Britain this year, it was pointed out.



New Holiday Records Set at Christmas

(Continued from page 1)

ship game in the National Football League.

New openings in midtown Manhattan in most cases did better than anticipated. Moreover, some of the holdovers now in their third month recorded grosses larger than those turned in during the first weeks of their engagements.

Music Hall Gross $130,000

The Music Hall did a smashing $130,000 for the four days through Sunday with its "Operation Petticoat" and holiday stage show. Lines several blocks long wound about the theatre yesterday, pointing to a seven-day gross of $220,000. Doors open this week at 7:30 A.M.

"Ben-Hur," at Loew's State, enjoyed the biggest week of its engagement, playing to capacity at every performance. Three-day receipts were $61,804.

The Capitol did a tremendous $51,241 on Saturday and Sunday, the first two days of "Solomon and Sheba." It was the third largest gross in Capitol history, topped only by "Guys and Dolls" in 1955 and "From Here to Eternity" in 1953. Anticipated gross for the seven-day period ending this Friday is $160,000.

Turn-away business was also reported for "Suddenly, Last Summer" at the Criterion. During its first five days the film grossed $46,034, the best business done at the Criterion since July, 1956, and patronage in excess of "Anatomy of a Murder" when that picture played at the Criterion during the July 4 weekend.

'Summer' Strong at Sutton

In its Sutton day-and-date engagement, "Suddenly, Last Summer" did a very good $11,800 for the three days and is heading for a five-day figure in excess of $15,000.

"The Gene Krupa Story," which opened Friday at the Forum, did a fine $14,214 for the three days.

At the Roxy, "L'il Abner" did a bang-up $64,537 from Friday to Sunday, falling only slightly short of the mark set last Christmas. The past one was the biggest weekend at the theatre in a year.

The six weekend performances of "Porgy and Bess" at the Warner did a bright $15,000, only slightly under capacity.

The Astor was the scene of some of the largest weekend crowds. "On the Beach," in its second week there, did a top-notch $36,000 for the four-day period ended Sunday.

"Happy Anniversary," near the end of its engagement, turned in $10,500 at the Victoria for the same four days.

A huge upsurge was noted at the DeMille where "Behind the Great Wall," in AromaRama, registered $22,500 over the three-day weekend.

Receipts in smaller downtown first-run houses also made deep inroads into Christmas records. "The Last Angry Man," now in its 10th week at the Trans-Lux 52nd Street, turned in $8,100 for the three days. In its ninth week at the Guild, "The Mouse That Roared" drew a terrific $12,000, largest sum since the fifth week. "Black Orpheus," at the Plaza, did $12,200 for the four days ended Sunday.

Mark Set at Paramount

Returning to Times Square, "Journey to the Center of the Earth," at the Paramount, continued to roll up record grosses. The figure for the four-day holiday weekend was more than $50,000, surpassing "Inn of the Sixth Happiness" which played the Paramount last Christmas.

Moving slowing away from Times Square, at the 26 RKO houses in which it is playing for eight days, "Pillow Talk" did $250,000 in its first five days. The film is also playing at 59 other circuit houses in the Metropolitan area.

Across the rest of the nation the motion picture scene was just as sparkling as it was here, lending substance to the U.S. Commerce Department's end-of-year report and its optimistic outlook for the industry in 1960.

'Petticoat' Strong Nationally

At the RKO Pantages in Hollywood and Los Angeles "Operation Petticoat" topped $31,000 in its first three days. The film did $24,197 at the Memorial in Boston, $39,478 at the Chicago in Chicago and $21,245 at the Hippodrome in Cleveland. In all, 250 key situations are now in operation for "Operation Petticoat."

"Ben-Hur" is achieving absolute capacity for all holiday performances at every theatre in which it has opened. Advanced sale business in all 12 situations is setting records.

"Journey to the Center of the Earth" is doing extremely well around the nation. To date, it has recorded $15,102 for 11 days in Akron, $12,834 for 10 days in Syracuse, $38,622 for 13 days in Detroit, $10,156 for five days in Youngstown, and $20,880 for 11 days in Columbus. These figures far surpass those achieved by "Inn of the Sixth Happiness" which was showing at the aforementioned theatres this time last year.

$24,500 at Beverly Hills

At the Beverly in Beverly Hills, "Suddenly, Last Summer" drew a resounding $24,500 in its first five days, the best business at that theatre since 1955.

Blockbuster business is reported from around the country for Metro's "Never So Few," with grosses for that film topping those of "Some Came Running" and "Don't Go Near the Water," the holiday attractions in the two previous years at the Adams in Detroit where the current attraction took in $13,000. "Never So Few," which within a week will be playing at 250 theatres in 198 cities, was also doing powerful business in its other early openings, notably in Sioux City, Iowa, Augusta, Ga., and Long Beach, Cal.

Big Business in Dallas

DALLAS, Dec. 28. — Capacity crowds flocked to theatres here over the Christmas weekend with "Ben-Hur" and "Solomon and Sheba" leading the parade. Interstate city manager James O. Cherry said it was "like old times" watching the lines form for "Ben-Hur' at road show prices of $2.25 top at the Tower; running a close second was "Porgy and Bess" at the Surburban, also on a reserved seat road show policy.

Youngsters Crowd Theatres

Children and teenagers were keeping the box office tingling with admissions to "Goliath and the Barbarians" at the Majestic and "Journey to the Center of the Earth' at the Palace, Cherry said, "it proves that the public still loves the movies and will pay to see strong features. It was definitely our best business in many years."

'Pettieoat' Leads Boston

BOSTON, Dec. 28. — Several new films opened in this area to excellent business over the Christmas weekend led by "Operation Petticoat," described as "sensational" at the Keith Memorial Theatre here and in four other cities—Worcester, Springfield, Fall River, and Portland, Me.

"Ben-Hur" and "Solomon and Sheba" were also sell-outs here and "Li'l Abner" was strong at the Paramount. Good business was also registered by "Journey to the Center of the Earth" at the Pilgrim and by "The Story on Page One" in its world premiere at the Astor.

Charlotte Reports 'Box-Office Lift'

CHARLOTTE, Dec. 28. — Charlotte's first run theatres experienced a real box-office lift during the Christmas weekend.

Manager of all first run cinema houses reported receipts were higher than last year's and one said new records were established.

The manager of the Manor Theatre, said "Operation Petticoat" gave him the biggest grossing Christmas as well as the biggest grossing week-end period on record, with Christmas Day receipts up about 100 per cent over last Christmas when "Tonka" was playing. For Christmas week, receipts were about 75 per cent over last year's, he added.

Kermit High, Carolina Theatre manager said "L'il Abner" gave him at least a 20 per cent bigger Christmas than last year when the attraction was "Geisha Boy." Business boomed for the entire weekend.

The Imperial Theatre reported "perhaps the best Christmas business in history. Business was outstanding." The theatre is playing "Journey to the Center of the Earth."

A. B. Craver, manager of the Plaza Theatre, said business was "terrific," adding it was as good or better than for "Some Came Running" last Christmas.

Baltimore Business Big

BALTIMORE, Dec. 28. — The long holiday weekend, combined with major new attractions, provided a real boost to box offices here. A brief set back came about Sunday afternoon, however, when the Colt Championship game of particular interest to Baltimoreans, pulled more than 50,000 people into the city Memorial Stadium and more thousands remained at TV and radio sets to see and hear the football classic. Two films drawing the largest crowds were "Solomon and Sheba" and "Never So Few."

Atlanta Jumps 20%

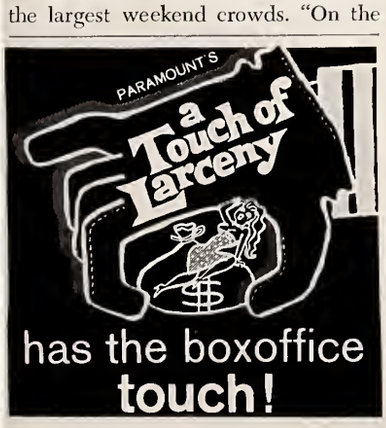
ATLANTA, Dec. 28. — Business was up 20 per cent Christmas week over the same period last year, theatre operators reported.

'Flanders' Big Hit

MEDFORD, Ore., Dec., 28—The outcome of a special test engagement for 20th Century-Fox's "A Dog of Flanders," at the Criterion Theatre in this city was rated "sensational" at the weekend. Opening on Christmas day after a series of carefully-planned opinion-maker's screenings, implemented by radio and television spot commercials, and a normal concentration of newspaper ads, the three-day gross exceeded the full week's receipts from 20th's box office champion, "Peyton Place" at the same theatre and also "The Robe." The Criterion recorded $3,900 for the three days, as against $2,800 for "Peyton Place," playing a full week.

Lazarus Convalescing

HOLLYWOOD, Dec. 28—Paul Lazarus, Jr., Columbia Pictures vice-president, who was operated on for acute appendicitis several weeks ago, has checked out of Cedars of Lebanon Hospital. He will convalesce for several days at the Beverly Hills Hotel before returning to the New York headquarters at the end of the week.





COLUMBIA'S

SUDDENLY, LAST SUMMER

IS TOPPING EVERYTHING SINCE JULY, 1956

at the Criterion, New York
and the
Warner Beverly, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 125 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 30, 1959 TEN CENTS

EDITORIAL

Global Campaigns

By Sherwin Kane

UNITED ARTISTS now can begin to appraise the worth of its recently inaugurated "global campaigns" which have been giving the hard-sell treatment to "On the Beach" and "Solomon and Sheba" from their production stages through their recent global premieres.

On the basis of the initial returns, the global treatment has benefited importantly the earning powers of these outstanding attractions.

William J. Heineman, U. A. vice-president, revealed, for example, that "On the Beach" has tallied $314,000 in its first six domestic engagements, which have included more than a week of playing time during the traditionally slow, pre-Christmas week. Results abroad are equally impressive.

Because of the picture's nature and the global pre-sell given it, countless columns of newspaper and magazine space, television and radio time, have been devoted to it already, and it is fair to assume that much of it might not have materialized had not the campaign generated the advance public interest in the picture it did.

•

It was also revealed that "Solomon and Sheba" has turned in a gross of $519,632 in the first four days of 28 of its total of 30 domestic engagements, many of which involved the setting of new house records. Early reports indicate similar results for the picture's other opening engagements in 41 overseas centers.

"On the Beach" had simultaneous world premieres in 18 theatres on all seven Continents.

Mort Nathanson, U. A.'s international publicity director, has literally covered the globe to show exhibitors, promotion men and all connected with the selling of these films how best to use the materials created for them.

Both films, although completely dissimilar, possess elements of universality which make them particularly suited to global promotion.

That they were selected for this treatment early enough for it to be effective is a credit to the Max Youngstein-Roger Lewis forces' acumen, and that the early results indicate the benefits about to be derived from it is testimony to the rightness of the campaigns created for each.

Today's market requires such exactitude in order to realize every picture's full grossing potential.

Says Tisch May Fancy Loew's Sites For Erection of Downtown Motels

The Tisch brothers—Laurence and Preston Robert—have been thinking for the past several years of extending their hotel operations to huge new motels in downtown city areas, and this may explain why they have made a $6,000,000 investment in Loew's Theatres in the past year, theorizes William R. Shelton in presenting the amazing success story of the brothers in the January issue of *Fortune* magazine.

In fact, Shelton writes, Larry Tisch began negotiations with Rockefeller Center last year for the purchase of

(*Continued on page* 6)

Four Hollywood Films Sold to Soviet Union

Four Hollywood pictures have been sold to the Soviet Union for $254,000 in a deal that does not call for the American companies involved to acquire any Russian features in return. Announcement of the transaction was made here yesterday by J. Jay Frankel, president of M.J.P. Enterprises, Inc., who conducted negotiations in Moscow.

The sale of the films is not a part of the Soviet-American cultural exchange agreement, but titles of the pictures were approved by Turner B. Shelton of the U.S. Department of

(*Continued on page* 6)

Fox Short to Promote 'Ruth' and New Star

Twentieth Century-Fox is preparing a special short subject on "The Story of Ruth," which will promote the film now in production along with its new star, Elana Eden. The short, in CinemaScope and De Luxe Color, will be supplied to the company's regional advertising-publicity manager in each branch and exchange city for a series of "premiere previews" early next month. Groups to be invited include exhibitors, edu-

(*Continued on page* 6)

'Solomon,' 'Beach' Set New Records for U.A.

Edward Small's "Solomon and Sheba," and Stanley Kramer's "On the Beach" are setting new records in their first engagements, William J. Heineman, vice-president of United Artists, which is releasing both films, said yesterday.

"Solomon" is establishing 16 all-time theatre records with a gross of $519,632 in the first four days of just 28 domestic premiere engagements, he said. Among the theatres where it

(*Continued on page* 6)

Postpone SEC Hearing On Skiatron to Jan. 13

From THE DAILY Bureau

WASHINGTON, Dec. 29. — The Securities and Exchange Commission has postponed until Jan. 13, 1960, the hearing it had scheduled on Dec. 30 to consider suspending the stock reg-

(*Continued on page* 6)

Cross-Plugging by Trailers Gains in Momentum; Holiday Activity Is High

By SAUL OSTROVE

Cross-plugging of films primarily through the use of trailers is gaining in momentum, a survey of distributors reveals.

Although major companies do not restrict such "hook-up" plugs to specified periods of the year, it is felt by many advertising and exploitation men that the holiday season best lends itself to greater cross-sell of product. And they have many going for them currently.

Paramount Pictures arranged with the Interstate Circuit to have trailers for "L'il Abner," which opened recently in Dallas, shown at all Interstate houses in Texas, advising patrons of the Dallas booking. Generally, Paramount feels that cities with large circuits do the most effective selling job.

"Cross-plugging of trailers does the greatest job of pre-selling at the point

(*Continued on page* 2)

TELEVISION TODAY—page 7

In Reading

Warn of Pa. Closings If No Tax Cut

City Council Told Theatres May Be Forced to Shut

Special to THE DAILY

READING, Pa., Dec. 29.—Theatres in this city may be forced to shut down completely unless they are granted at least partial relief from the 10 per cent admissions tax, city council was advised here by Lester Stallman, chairman of the Reading Theatre Managers Ass'n., and city manager for William Goldman Theatres.

Also addressing the council at the hearing on the matter was Louis Golding, general manager of Fabian Theatres in Pennsylvania and New York State. He told the city repre-

(*Continued on page* 2)

Coast Independents Gird To Fight New Tax Bill

From THE DAILY Bureau

HOLLYWOOD, Dec. 29. — Independent television and theatrical producers in this area are banding together to combat a new threat to, possibly, tax them out of existence;

(*Continued on page* 2)

Poor Prints Scored By Va. Theatre Unit

Special to THE DAILY

RICHMOND, Va., Dec. 29.—A resolution calling on the film companies to take action to stop shipments of film prints in bad condition to theatres was adopted by the board of directors of the Virginia Motion Picture Theatre Assn. here yesterday.

The poor condition of some prints is "shocking," the board said, and plans were made to write film company presidents, sales managers, and branch managers as well as film shipping concerns. The letters will point out that the poor prints are "hurting the box office and placing fringe theatres in an even more precarious position constantly."

PERSONAL MENTION

GORDON BRADLEY, of the Paramount office in Atlanta, was in Jacksonville from there.

•

TED VANETT, publicity director for the William Goldman Theatres, Philadelphia, is in Graduate Hospital in that city recuperating from surgery.

•

SAM BAILEY, of the Westville Theatre, New Haven, Conn., has become a grandfather with the birth of a boy, JAMES DOUGLAS, to his daughter, MRS. BRUCE LEHMAN, of North Haven, Conn.

•

WANDA HALE, film commentator on the *New York Daily News*, was in Jacksonville from New York during the Christmas season visiting with her son, ED HALE, publicist in Florida for 20th Century-Fox.

•

HARRY DRESSLER, Paramount salesman in Philadelphia, has entered Jefferson Hospital in that city for observation.

•

ROBERT BOWERS, JR., son of the Allied Artists manager in Jacksonville, was married there on Christmas Eve to BETTY RUTH HIGGINBOTHAM.

•

KIM NOVAK has arrived in New York from the Coast.

Switch 'Mystery' Bow

HOLLYWOOD, Dec. 29. — In deference to a January 27 dinner at the Palladium honoring President Eisenhower, the West Coast premiere of Michael Todd, Jr.'s "Scent of Mystery," initial production in the new smell-o-vision process, originally scheduled for that night, has been set back to Monday, January 25.

get your message across with

SPECIAL TRAILERS

by

national screen service



Pa. Closings

(*Continued from page* 1)

sentatives that theatres in his circuit have been put on a week-to-week basis until the first of the year. At that time closings will begin, he said, unless tax relief has been secured.

Charles Hill, president of the Service Employees Union, Local B142, confirmed that theatre managements had notified their staffs to expect shut-downs in the near future if there is no tax relief by Jan. 1.

Efforts of the local exhibitors to secure elimination or at least some reduction in the amusement tax is one of many such campaigns waged in this state recently. Success was reported in two instances of late: the York city council cut the tax there from ten to five per cent; and the Allentown council eliminated the tax of 8 per cent on all tickets up to 85 cents.

Horsham Imposes 10%

On the other hand Horsham Township in suburban Philadelphia will put into effect on Jan. 1 a tax of 10 per cent on all tickets. This tax was originally imposed last year and an appeal from it was upheld by the courts. Later state legislation, however, reinforced the right of second class townships to administer the levy and it will now be reinstituted.

Hultman Resigns Posts With Eastman Kodak

Special to THE DAILY

ROCHESTER, N. Y., Dec. 29.— Ivar N. Hultman, vice-president of Eastman Kodak Company and general manager of Kodak Park Works, has announced his retirement from the company effective Jan. 1. At that time he will end 41 years of service.

Clarence L. A. Wynd, assistant general manager of Kodak Park and a company vice-president, will succeed Hultman as head of the largest manufacturing unit of the Eastman Kodak Company.

Kodak Park Works in Rochester, N. Y., employs over 20,000 persons in the manufacture of photographic film, paper and plates, and photo chemicals. The company's color film processing laboratories in the United States are also under Kodak Park general management.

Hultman, who has made many important contributions to company progress over the years, has served as a company vice-president since 1945 and as Kodak Park general manager since 1953. Three years ago he was elected a Kodak director.

Belafonte Extended

Harry Belafonte's current engagement at the Palace Theatre on Broadway has been extended ten more weeks by RKO Theatre executives.

Cary Grant Films Seen $10,000,000 at Hall

Cary Grant will become the first star whose pictures have grossed $10,000,000 in a single theatre by completion of the current run of his "Operation Petticoat" in Radio City Music Hall.

The uncontested Music Hall box office champion, Grant's previous 23 films which played that theatre attracted 10,297,000 customers who paid $9,100,000 in admissions, according to Russell Downing, president of the Music Hall. With "Operation Petticoat" already having taken in $657,800 in the first three weeks and four days of its engagement, there is no doubt that the picture will send the total gross of Grant films well beyond the $10,000,000 mark, he added.

Plan Tax Fight

(*Continued from page* 1)

legislation already passed by the House of Representatives, and due for Senate consideration in the upcoming session, poses the possibility of television and theatrical film receipts being classed as personal holding company income and thus subject to an 85 percent tax.

Producers were alerted to problem by agents and attorneys, who noted existence of new legislation.

To support the fight against this new tax legislation, producers are contributing to a war chest for special counsel and tax experts both here and in Washington. Already engaged to spearhead battle are Paul Ziffren, locally, and James W. Riddell and Robert Schulman in Washington.

The tax bill in question, H.R. 7588, was originally designed to give relief to music publishers, but the language signifies proposed changes in the personal - holding - company law which might be relied upon to revise the long-standing interpretation that film receipts are "rentals," not "royalties," thereby subjecting them to personal holding company rates.

Producers and their attorneys feel strongly that steps must be taken once and for all to establish the fact that income from motion picture and television films is to be considered "rentals" for Federal income tax purposes.

A finance committee set up to raise a war chest is composed of Marvin Faris, William Morris Agency, chairman of the committee; Jack Findlater, MCA, Inc.; Richard Jencks, Alliance of Television Film Producers; Sam Kaplan, Ashley-Steiner Corp.; Julius Lefkowitz, Julius Lefkowitz & Co., and Harry Sokolov, Famous Artists.

Cross-Plugging

(*Continued from page* 1)

of sale," advised Joseph Friedman, Paramount exploitation manager.

Warner Brothers has "Cash McCall" trailers being shown in Stanley Warner houses and neighborhood theatres in Philadelphia. Many Detroit area houses and the Balaban & Katz circuit also will be cooperating with the cross-plugging through use of trailers for "Cash McCall."

Locally, United Artists said that "Solomon and Sheba" at the Capitol Theatre is being exploited at all 43 Loew's houses in the New York Metropolitan area.

Earlier this year, 50 Michigan theatres played a trailer advising of the opening of "Anatomy of a Murder" at the United Artists Theatre in Detroit. Basis of the sell was the fact that "Anatomy" was filmed in Ishpiming, Mich.

Premiere Filmed

Twentieth Century-Fox, whose "Journey to the Center of the Earth" opened this month, arranged for newsreels of the film's world premiere at Nashville, home of Pat Boone, co-starred in the presentation, to be shown in RKO houses across the country.

Skouras theatres are now presenting three-minute trailers treating the life and work of Jules Verne, author of "Journey to the Center of the Earth."

Locally, earlier in the year, RKO houses showed trailers exploiting the first-running of "The Diary of Anne Frank" when that motion picture was playing at the Palace Theatre.

Twentieth-Fox has also been experimenting with "new personality" trailers, which are being shown in connection with openings of films in which the new stars appear. Carol Lynley and Fabian, among others, lately have been the subjects of the trailers, the company reported.

Drive for 'Ben-Hur'

M-G-M's "Ben-Hur" is currently being cross-plugged in Loew's Theatres around the city and also in RKO theatres where audiences are being advised of the film's value "as a product to the entire motion picture industry."

Stanley Warner theatres in the Ohio-Pennsylvania area are aiding in plugging "Ben-Hur" showings in Pittsburgh and Philadelphia. Loew's houses in Cleveland are plugging the downtown engagement of Metro's "Never So Few."

MGM Signs Houseman

HOLLYWOOD, Dec. 29. — John Houseman, producer, has been signed by M-G-M to a long-term contract. He will report to the studio on Feb. 1 and will begin immediate preparation of Irwin Shaw's new novel, "Two Weeks in Another Town," his 15th major film production.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

'60 THE BIG YEAR OF M-G-M MOTION PICTURES!

THIS IS JUST THE BEGINNING!

"NEVER SO FEW"—Current Smash Hit!

Next Attraction Radio City Music Hall! Metro-Goldwyn-Mayer presents FRANK SINATRA · GINA LOLLOBRIGIDA in A Canterbury Production "NEVER SO FEW" co-starring Peter Lawford · Steve McQueen · Richard Johnson · Paul Henreid · Brian Donlevy · Dean Jones · Screen Play by Millard Kaufman · Based on the Novel by Tom T. Chamales · in CinemaScope and Metrocolor · Directed by John Sturges · Produced by Edmund Grainger.

"THE GAZEBO"—Joy in January!

Metro-Goldwyn-Mayer presents GLENN FORD·DEBBIE REYNOLDS in An Avon Production "THE GAZEBO" co-starring Carl Reiner with John McGiver · Screen Play by George Wells · in CinemaScope Directed by George Marshall · Produced by Lawrence Weingarten.
Off to flying start at Vogue Theatre, Hollywood, Cal.

"THE LAST VOYAGE"—Full houses in February!

Metro-Goldwyn-Mayer presents An Andrew and Virginia Stone Production "THE LAST VOYAGE" starring Robert Stack · Dorothy Malone · George Sanders · Edmond O'Brien · Tammy Marihugh Written and Directed by Andrew L. Stone · in Metrocolor.
The picture publicized in 9 pages of LIFE and in TIME! For Special Presentation!

"HOME FROM THE HILL"—Money in March!

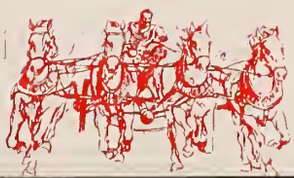
Coming to Radio City Music Hall! Metro-Goldwyn-Mayer presents A Sol C. Siegel Production "HOME FROM THE HILL" starring ROBERT MITCHUM · ELEANOR PARKER · co-starring George Peppard · George Hamilton · Everett Sloane · Luana Patten · Screen Play by Harriet Frank, Jr. and Irving Ravetch · Based on the Novel by William Humphrey · in CinemaScope and Metrocolor · Directed by Vincente Minnelli · Produced by Edmund Grainger.

"PLEASE DON'T EAT THE DAISIES"

—Happy Easter to You!

Metro-Goldwyn-Mayer presents DORIS DAY · DAVID NIVEN in a Euterpe Production "PLEASE DON'T EAT THE DAISIES" co-starring Janis Paige · Spring Byington · with Richard Haydn · Screen Play by Isobel Lennart · Based on the book by Jean Kerr · in CinemaScope and Metrocolor · Associate Producer Martin Melcher · Directed by Charles Walters · Produced by Joe Pasternak.
Easter Attraction at Radio City Music Hall!

AND WATCH FOR MORE WITH THAT LION'S ROAR!

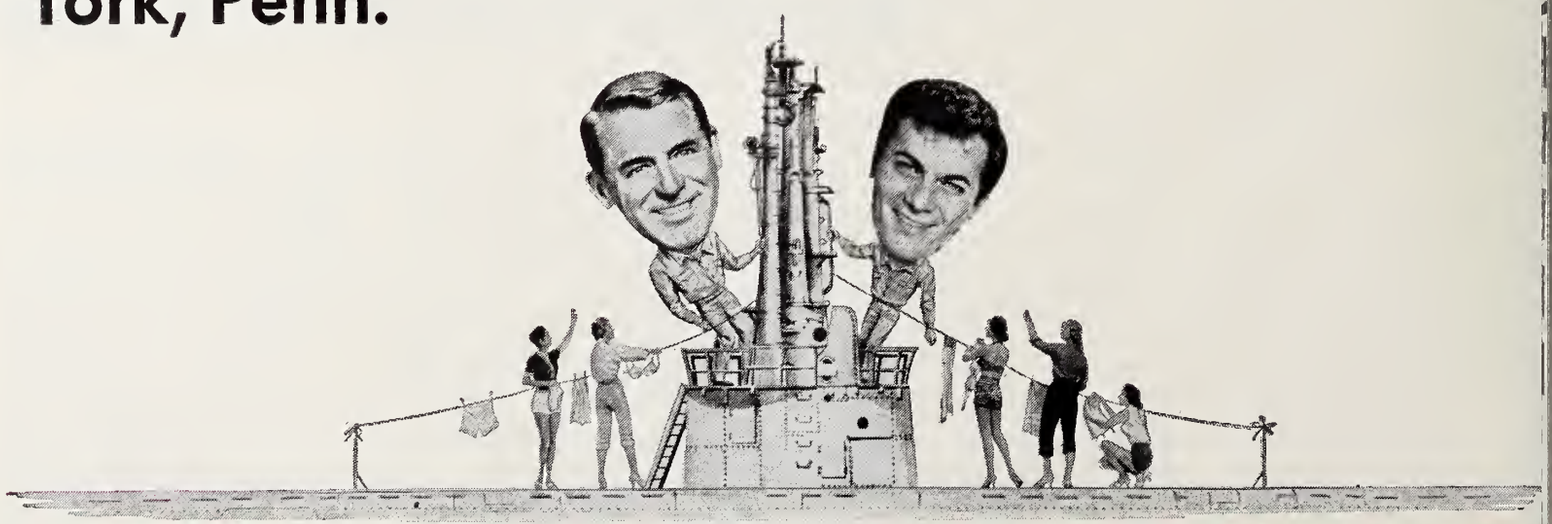


AND THAT "BEN-HUR" CHARIOT JUST KEEPS RACING ALONG!

OPERATION IS A RECORD BLOCKBUST

ALL-TIME HOUSE RECORD:

RKO Pantages, **Los Angeles, Calif.**; Strand, **Akron, Ohio**; Britton, **Tampa, Fla.**; Centre, **Denver, Colo.**; Joy, **New Orleans, La.**; Uptown, **Salt Lake City, Utah**; Roxy, **Kansas City, Mo.**; Holiday, **York, Penn.**



Cary Grant ★ Tony Curtis "Operation Petticoat"

Co-starring
JOAN O'BRIEN · DINA MERRILL · GENE EVANS with DICK SARGENT *and* ARTHUR O'CONNELL Directed by BLAKE EDWARDS Screenplay by STANLEY SHAPIRO and MAURICE RICHLIN Produced by ROBERT ARTHUR
A GRANART PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE

in Eastman COLOR

PETTICOAT
BREAKING
ER!

ALL-TIME HOUSE RECORD
FOR CHRISTMAS SHOW RADIO CITY MUSIC HALL,
NEW YORK, N.Y. (NOW IN ITS FOURTH WEEK)

U-I HOUSE RECORD:

Keith's Memorial, **Boston, Mass.;** Capitol, **Springfield, Mass.;** Winston, **Winston-Salem, N.C.;** Warner, **Worcester, Mass.;** Earle, **Allentown, Penn.;** Capitol, **Lancaster, Penn.;** Plaza, **Schenectady, N.Y.;** Stamford, **Stamford, Conn.;** Riverside, **Milwaukee, Wisc.;** Ohio, **Canton, Ohio;** Lafayette, **Buffalo, N.Y.;** Chicago, **Chicago, Ill.;** Fulton, **Pittsburgh, Penn.;** Manor, **Charlotte, N.C.;** Paramount, **Palm Beach, Fla.;** Majestic, **Grand Rapids, Mich.**

RECORD BUSINESS EVERYWHERE!

PEOPLE

Claude Browning, formerly with the Warner Brothers branch in Jacksonville, has joined the booking staff of Floyd Theatres there, to work with Jim Kirby.

□

W. H. Hibbert and Mrs. Hibbert, of Sheridan, Ore., have leased their theatres to Arlen Peahl, of Phoenix, Ariz., who has resumed operation of the Hi-Way Theatre, closed for a year. In the summer he will reopen the Sky-Way Drive-in, west of Sheridan. He also is expected to resume operation of the Gay-Way, in the adjoining town of Willamina.

□

Elmore White and Mike Gould have been named assistants to Jonie Taps, Columbia Pictures studio executive who heads the company's various music activities. Both will aid in the operation of the company's Gower Music Corp., White in New York and Gould in Hollywood.

□

Louise Carter of the booking department of Allied Artists, Atlanta, has resigned.

□

Ben Zimmerman, who last operated the Carmen, Philadelphia, is reopening the Riviera in the Manyunk section of the city for weekend stage shows. The house in recent seasons was used by little theatre groups.

Postpone Hearing

(*Continued from page* 1)

istration statement filed by Skiatron Electronics and Television Corp., New York City. The postponement was granted after an oral request to the SEC's staff by Skiatron counsel.

SEC has suspended all trading in Skiatron stock through Jan. 6. It seems likely that the suspension order will be continued after that date, at least until the hearing is completed.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Says Tisches Plan Motels

(*Continued from page* 1)

the Roxy Theatre at 7th Avenue and 50th Street, Manhattan, with just such a thought in mind.

It was the brothers' idea to build a 40-story motel on the Roxy Theatre site, "and they did some fairly advanced thinking about it. Guests might register on closed-circuit television, for example; their cars might be elevated to the floors they were staying on, so that they could unload their luggage easily; orange juice and coffee might be piped to their rooms.

"The Tisches were working on some more detailed plans for providing food on a self-service basis when the whole project collapsed—principally because the building's 'air rights' had been pre-empted by the new Time & Life Building."

"The future of downtown motels may have been very much on their minds a year ago," Shelton says, "when they suddenly began to buy heavily into Loew's, Inc. Their real objective was to gain control of Loew's Theatres . . . which owned a vast amount of property on expensive real estate in downtown city areas."

Shelton says Loew's reported the book value of the real estate "at about $60 million," whereas the real market value of the corporation's net assets might be $80 million. "On this, the corporation earned only $2 million in the year ending Aug. 31, 1959. It was obvious that many of those theatres could be put to better use."

The Tisch stock holdings are placed by Shelton at "more than 450,000 shares (17 per cent), acquired at an average price of $14. The stated book value works out to $22 a share, he says, and "the Tisches are convinced that, with proper management, the corporation should certainly earn 10 per cent of that, i.e., about $2.20 a share—which presumably would bring the market price well over $14.

"Larry went onto the board of Loew's Theatres, with no real opposition, early last fall, and . . . devoted himself more or less full time to boosting Loew's earnings. This will take time, obviously, since it will involve the renovation of some theatres, the razing of others and the erection of new buildings — possibly Tisch-managed hotels and motels on the theatres' old sites.

Predicts Some 'Slowing Up'

"It is certainly hard to believe that the Tisches will be able to multiply their money quite so rapidly in Loew's as they did in some of their earlier hotel deals. But then, it is only natural that they should be slowing up a little. After all, they will be forty in a few more years."

Larry Tisch is 36; Preston Robert, 33. Shelton says they went into the hotel business in 1946 by acquiring Laurel-in-the-Pines in Lakewood, N.J., with their $125,000 stake. He estimates their net worth today at $65,000,000 on which he estimates they earn about 10 per cent per year.

Four to Soviet

(*Continued from page* 1)

State as required under the governmental program.

Pictures chosen to date by the Soviets include "The Brave One," made by the King Brothers for RKO; and "Knock on Wood," and "Little Boy Lost," both from Paramount. A fourth picture from Warner Bros. will be selected by the Russians in the near future.

Under the terms of the deal the Russians will pay an additional sum to cover print costs and other materials, Frankel said. He pointed out that this is the first such arrangement with the Russians calling for the release of American pictures in Mongolia. The Soviets acquired 35mm and 16mm theatrical rights to the four pictures, but no television rights.

M. J. P. has acquired options to purchase a number of top-grade Soviet pictures which Frankel saw in Russia and which he believes would be of great interest to American audiences, he said. M. J. P. has presented two Soviet films to the Department of State for their approval, in accordance with the exchange agreement. M. J. P. also has finalized the sale of several groups of other American films to Hungary, Czechoslovakia and Roumania. It is the bargaining agent for Paramount, RKO and Warner Brothers in all film sales involving the Soviet Union and the satellites.

'Solomon,' 'Beach'

(*Continued from page* 1)

achieved new all-time house records for any four-day period are: the Loew's State in Atlanta with $22,409; the Loew's Stillman in Cleveland with $22,484; the United Artists in Detroit with $29,917; the Fox in Philadelphia with $40,422 and the Penn in Pittsburgh with $30,673.

In its New York engagement at the New Loew's Capitol Theatre, the film rolled up a huge $66,889 for its first three days. For its first two days it became the third picture in the theatre's 40-year history to top the $50,000 mark with a weekend gross of $51,241 despite the theatre's reduced seating capacity.

"On the Beach" has rolled up a huge gross of $314,189 in its first six domestic engagements to date, Heineman said.

Since its pre-Christmas premieres, the film registered $82,581 at the Astor Theatre, New York; $87,950 at Chicago's State-Lake Theatre; $53,290 at Grauman's Chinese Theatre, Los Angeles; $33,741 at the Keith Theatre, Washington, and $35,305 at the Odeon Theatre, Toronto. In four days at the United Artists Theatre in San Francisco, "On the Beach" grossed $21,331, setting a new record for the house.

Heineman declared that the grosses are 'sensational" since in most cases they include more than a week of playing time during the traditionally slack, pre-Christmas holiday season.

REVIEW:

Gunfighters of Abilene

Vogue—United Artists

HARTFORD, Dec. 2

Buster Crabbe, best-known to th younger viewers of America's home screen in most recent years, and re membered to the adults for his swim ming feats a generation ago, tops cas of this compactly-made Vogue Pic tures Inc. presentation released unde the UA banner. Robert E. Kent pro duced and Edward L. Cahn directe from a screenplay by Orville Hampton all three capable figures long accus tomed to working within a modes framework for maximum entertainmen effects.

Professional gunman Crabbe ha sworn to kill the murderer of hi brother, only to find that the murdere is the father of his brother's bride-to be. Plotting and counter-plotting fol low to the inevitable fadeout where the once proud, arrogant gun-slinge learns that a man cannot stoop t shooting and still live with his con science.

There is sufficient hard ridin', shoot in' and fightin' to satisfy the western action audiences for which "Gunfight ers of Abilene" is primarily aimed Barton MacLane and Judith Ames hold down featured roles.

Running time, 67 minutes. Genera classification. Release, in January.

A.M.W

Fox Short Planned

(*Continued from page* 1)

cators, clergy, parent groups, boy and girl scouts, Sunday schools, leaders of the arts and sciences, nationa magazines and critics.

The Fox publicists will also be equipped with promotional kits containing vital statistics, synopsis, biographical material, and production notes on the film. The special subject will also be shown as a preview introduction trailer in theatres across the country.

Discovered after a world-wide talent search, Miss Eden was picked by executive production head, Buddy Adler, and producer Sam Engel to play the leading role in the Biblical epic, although she had never before appeared in a major film.

Azzarano Heads Group

PHILADELPHIA, Dec. 29. — Joseph Azzarano, of Universal-International, was elected president for the new year of F-7, IATSE, representing the front office workers at the local film exchanges. Other officers include Jack Smith, M-G-M, vice-president; Mary Monaghan, U.A., secretary; Gloria Gerace, U.A., treasurer; and Max Bronow, M-G-M, business agent.

Form Carolina Company

WINSTON-SALEM, N.C., Dec. 29. —Shore Enterprises, Inc., this city, has been granted a state charter to operate drive-in motion picture theatres. Authorized capital stock is $100,000. The incorporators: R. S. Shore, Annie Shore and B. H. Shore, all of Winston-Salem.

Audience Board, NAEB Join on Programming

From THE DAILY Bureau

HOLLYWOOD, Dec. 29. — The National Audience Board and the National Association of Educational Broadcasters in a reciprocal arrangement have joined together in a common effort, directed toward the mutual goal of aiding programming in television, it was announced by Peter Goelet, NAB president. Joint affiliation resulted as an aftermath of the NAEB's convention in Detroit last month, to which the NAB sent two delegates.

The NAEB becomes the 59th major organization to join the board in attempts to evaluate television programming on a depth-opinion basis. In its affiliation, the NAEB will participate in the reviewing of programs as a public service to all parties interested in specific programs. Hereafter, according to Goelet, whenever the NAB makes a survey of a program, the findings of the NAEB will be included.

Franken Named Head Of NTA Ad-Pub Dept.

Appointment of Jerry Franken as executive director for advertising, promotion and publicity of National Telefilm Associates, Inc., was announced by Oliver A. Ungar, president of the company. NTA is a subsidiary of National Theatres & Television, Inc.

Franken, who had been NTA's director of publicity, was formerly director of public relations for Television Programs of America, Inc., a radio-TV producer; radio TV editor of *The Billboard* and on the staffs of *Variety* and *The New York Times*. He will headquarter at NTA's home office in Beverly Hills, Calif.

Martin Roberts will continue as promotion director, Alfred E. F. Stern as publicity director, West Coast, and Harry Algus, publicity director, East Coast.

CBS Affiliates Meet In Washington Feb. 29

A special conference of executives of the CBS Television Network and CBS Television Network affiliates will be held at the Hotel Shoreham, Washinton, D.C., Feb. 29 and Mar. 1, it was announced by James T. Aubrey, Jr., president, CBS Television Network. Aubrey said that the purpose of the special meeting would be to examine the television broadcasters' role, their public responsibilities, and how best those responsibilities can be fulfilled.

Invitations to address the CBS Television Network Affiliates Conference have been accepted by Sen. Warren G. Magnuson, chairman of the Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris, chairman of the House Interstate and Foreign Commerce Committee; John C. Doerfer, chairman of the Federal Communications Commission; and Earl W. Kintner, chairman of the Federal Trade Commission.

EAST COAST PRODUCTION
EDITORIAL AND TECHNICAL SERVICES
R FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION
JOSEPH JOSEPHSON Circle 6-2146 45 West 45th St. New York 36

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WILLIAM GOETZ will make his TV debut next year when he makes 2 one-hour specials on the "Life of King David" both to be filmed on location in Israel and presented over ABC-TV for the 1960-61 season. . . . If and when Merv Griffin does the new Goodson-Todman music series next February, his singing partner will be Chele Graham. . . . They're really ABCooking these days. Looks like David Susskind may sign to produce several ABC specials next year and another important item deals with the strong possibility of that outfit going to Stockholm next summer to film or videotape Ingrid Bergman as the star of Stringberg's very dramatic "Miss Julia." . . . Ambitious as well as talented is Zel deCyr. The clever actress-announcer-mimic, who did the "voices" of 59 different subjects in 1959 merely wishes to "voice" commershills of 60 people in 1960. . . . Titled "The Four of Us," the January 20 episode of the "Bell Telephone Hour" will co-star Ethel Merman, Beatrice Lillie, Ray Bolger and Benny Goodman. The full hour of special music will be maestroked by Don Voorhees with Bill Hobin, producer-director. . . . Lot of interest around Madison Avenooers in the pilot of new teleseries, "The Gringo," produced in Mexico by (William) O'Dwyer—Gorton Productions and starring as "El Gato" (the cat) George Givot. The half-hour program is produced by Ronnie Gorton and is packed with adventure, romance and comedy. . . . Hubbell Robinson expected back from the coast about mid-January. . . . Former screen star Jack Mulhall is now field rep for Screen Gems. . . . Bobby Darin and Connie Francis, who'll guestrill on the "Ed CBSullivan Show" Sunday will feature a duet bit in addition to their solos. . . . Dave Bader's "Christmas Letter" rates a prominent place on your desk ALL YEAR AROUND. . . . The titian-tressed Maureen O'Hara has a date with stardom in 1960. On Thursday, Jan. 7 she'll portray "Mrs. Miniver" in the "CBSpecial Tonight" TVersion of the World War II drama; in the Spring she goes into rehearsal for her first Broadway musical production, "Christine," book by Pearl Buck and music and lyrics by Sammy Fain and Paul Francis Webster; recently signed to record for RCA-Victor, her initial album, "Love Letters From Maureen" has just been released. . . .

☆ ☆ ☆

It's been a long time since we referred to the song-bird of the south as Kate CBSmith but the musical merry-go-round has made a complete cycle and the fabulous Kate Smith-Ted Collins combo returns to the Bill Paley menage—right back where it all started 27 years ago. A new wrinkle in the situation-comedy type of TV fare will be unveiled next Fall TVia ABC when Screen Gems will present "The Flagstones" a half-hour program in complete animation and produced by Hanna-Barbera Productions. The characters will speak and act as contemporaries but the setting and times will be in the prehistoric age. . . . Jean Bartel, "Miss America of 1943," whose appearance in a Hong Kong Nite Club caught the eyes and ears of the producer of the "ABCounterthrust" teleseries of the Orient, starring Tod Andrews, has been signed for one or more of the 39 episodes. . . . "Hedda Hopper's Hollywood," the Rexall TV Special which will be NBChannelled Sunday, Jan. 10 (8-9 P.M., EST) will feature the most impressive roster of stars in many a moon. Included are Gary Cooper, Lucille Ball, Gloria Swanson, Jimmy Stewart, Teddy (Mickey's son) Rooney, Charlton Heston, Stephen Boyd, Marion Davies, Francis X. Bushman, Ramon Novarro, Ricardo Cortez, Walt Disney, Bill Daniels (cameraman for all Greta Garbo films), Tony Perkins, Venetia Stevenson (daughter of Anna Lee), Liza Minelli (daughter of Judy Garland and Vincente Minelli), and Mrs. Anna Bauchens (editor of all Cecil B. DeMille's epics.) Here's a whopper of a "Hopper" that should earn some Hooper. . . .

Schoenfeld Slates 25

Twenty-five new short subjects in color will be released during the 1960 season by Lester A. Schoenfeld Films. Ten will be one-reel, 10 two-reel and five three-reel. They will be issued at the rate of two a month. January releases scheduled are "The Blue Peter" and "Queensland Playground."

RCA 1959 Profits Up 29%: Sarnoff

The Radio Corporation of America's sales for 1959 increased 17 per cent over 1958, and profits after taxes increased 29 per cent, RCA chairman David Sarnoff reported yesterday.

In a year-end statement to the company's shareholders, General Sarnoff said RCA's business volume for the year reached an all-time high of about $1,375,000,000. Profits after taxes rose to some $40,000,000 from $30,900,000 in 1958. Earnings per share of common stock increased to approximately $2.65 from $2.01 in the preceding year.

All Operations Show Gain

The improvement in earnings, said the RCA chairman, reflects "increases in virtually all of the company's major operating units, and the cumulative effects of a corporate-wide cost-reduction program." He said that during 1959, for the first time, RCA crossed the "break-even" line and began to earn a profit on the sale of color television sets.

"Trends during 1959," said General Sarnoff, "give every reason for confidence in the continuing growth of RCA's business, as well as of the electronics industry and the national economy, in the emerging decade of the Sixties.

The RCA chairman said that sales of color TV sets climbed steadily during the year and have been running at a rate of 30 per cent ahead of the previous year.

"During 1959, for the first time, RCA crossed the 'break-even' line and began to earn a profit on the sale of color sets," he said.

Cites Popularity of Color-TV

"In the color broadcasting field, a large number of advertisers are already sponsoring color programs on NBC and are presenting their commercials in color. It is expected that as sales of color sets increase, substantial advertising support will be available for additional color programs and color commercials, because of the tremendously greater impact of color over black-and-white, both in programming and commercials. This will bring about the classic upward spiral of increased advertising support leading to increased color programming and in turn to color circulation, until color television becomes established as a basic program and advertising medium.

"We look for substantial progress in color television during 1960 and further progress in the years to follow."

C and G film effects, inc.
HUGO A. CASOLARO MARTIN GOTTLIEB
1600 BROADWAY, N.Y. 19 PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

20th's

"A DOG OF FLANDERS"

TAKES ITS PLACE AMONG TODAY'S

BIGGEST!

First 3 Days

first engagement anywhere

Criterion Theatre

Medford, Oregon

BIGGER THAN FULL WEEK OF "PEYTON PLACE"!



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 86, NO. 126 NEW YORK, U.S.A., THURSDAY, DECEMBER 31, 1959 TEN CENTS

EDITORIAL

'1960—The Big Year of Motion Pictures'

By Sherwin Kane

THE contributions of some of the industry's best advertising and publicity brains, as well as months of planning and hard work, have succeeded in producing much distinctive and widely diversified material for the campaign officially titled "1960—The Big Year of Motion Pictures."

Prepared under the direction of the Motion Picture Association's advertising and publicity directors' committee, this campaign is unique in that it is the first all-industry publicity program, backed by specific facts, to be endorsed and sponsored by the industry.

•

It consists of factual, upbeat copy in news and feature form specifically tailored for use in newspapers, magazines, on television and radio, and for specific departments and divisions of each.

For example, there are special articles prepared for the business and financial press, for motion picture editors, women's pages, syndicated columns, editorials, Broadway and Hollywood columnists, weekly magazine supplements; for publication in specific magazines, house organs, school publications and those of clubs and associations. There is prepared material for speeches and for all categories of radio and TV programs.

•

Through the cooperation of the Council of Motion Picture Organizations and its nationwide public relations network, press kits which include all of this campaign material have been made available to exhibitors in all parts of the country, in addition to many of the key communications units.

Therefore, the tools with which to do a much-needed job, which can benefit all in the industry, have been made available.

Now it is up to the individual exhibitor to follow through with his

(*Continued on page 2*)



Salt Lake City Newspaper Ad Code Is Generally Approved by Exhibitors

Special to THE DAILY

SALT LAKE CITY, Dec. 30.—The motion picture advertising code set up early last November by Salt Lake City newspapers has met with the favor of the majority of exhibitors although it came in for some criticism from one manager of a local circuit.

The critic was of the opinion that it was hard to tell if it had an adverse effect on the theatre business but the others agreed that it had not.

The newspapers' code rules that no illustration, copy or headline will be accepted in motion picture advertise-

(*Continued on page 6*)

Schary for Westerns; Hits at 'Sex' Films

From THE DAILY Bureau

WASHINGTON, Dec. 30.—Writer-producer Dore Schary today told the American Educational Theatre Association that the American screen has, through the years, "acted as a mirror of the American character," noting that the western was "the most durable and patronizing type of motion picture." He added that "all through

(*Continued on page 6*)

Over 500 TV Stations Now Operating in U. S.

From THE DAILY Bureau

WASHINGTON, Dec. 30. — More than 670 commercial television stations are now authorized in U.S. and over 500 are in operation including 76 UHF stations. This was reported today by

(*Continued on page 2*)

UA, Soviet Company Make New Film Deal

A commercial film agreement with the Soviet Union has been set between United Artists and "Sovexportfilm" (The All-Union Corporation for the Export and Import of Films). The pact was arranged and signed by Arnold M. Picker, United Artists vice-president in charge of foreign distribution, and A. N. Davydov, president of "Sovexportfilm."

Under the terms of this contract, the Soviet organization will, during

(*Continued on page 2*)

B'way Business Upsurge Continues; Extra Shows Set for New Year's Eve

By SAUL OSTROVE

The business upsurge on Broadway which started over the weekend was still growing yesterday as theatres prepared for extra shows on New Year's Eve. For that evening, admission prices at the Times Square theatres will be at the top of the scale—in most instances the same sums charged on weekends and other holiday eves.

Yesterday's balmy weather—first of its kind in a week—brought downtown thousands upon thousands who were obliged to wait in enormous lines for periods up to six hours. Many of the standees who wound about Rockefeller Center awaiting entry to the Music

(*Continued on page 6*)

More Later

Rembusch and Dollinger Get Allied Posts

Rembusch Heads E.D.C., Dollinger Stays in ACE

From THE DAILY Bureau

WASHINGTON, Dec. 30. — The appointments of Irving Dollinger as alternate for Allied States on the executive committeee of the American Congress of Exhibitors, and of Trueman T. Rembusch as chairman of Allied's emergency defense committee were announced here today by Abram F. Myers, Allied chairman and general counsel, on behalf of Al Myrick, president, who made the appointments.

The re-naming of Dollinger to the ACE post was expected, but the Rembusch appointment came as a sur-

(*Continued on page 6*)

'Journey' Gross Hits $1,500,000 in 2 Weeks

Twentieth Century-Fox's "Journey to the Center of the Earth" has grossed over $1,500,000 in just two weeks of release, making it one of the highest grossing films in company history, it was announced yesterday by Alex Harrison, general sales manager.

Heading reports from theatre box offices across the country is the New York Paramount, which has had the

(*Continued on page 2*)

Fox TV in New Deal With Shulman, Amateau

Twentieth Century-Fox TV's expanded television operation for 1960-61 was launched yesterday with the announcement by Peter Levathes, TV company president, of the signing of a three-year deal with author-humor-

(*Continued on page 2*)

Happy New Year United Artists

PERSONAL MENTION

DARRYL F. ZANUCK arrived in New York yesterday from the Coast.

•

SILAS F. SEADLER, M-G-M advertising manager, will leave here for Rome by plane today for a two-week stay.

•

LEONARD S. GRUENBERG, vice-president of NTA International, who returned to New York recently from Hollywood, will leave here on Jan. 7 for Europe.

•

JAMES HUDGENS, office manager for Columbia Pictures in Atlanta, has returned there from Jacksonville.

•

JOE ELICKER, of the advertising department, William Goldman Theatres, Philadelphia, is recuperating there from a recent injury.

•

J. H. THOMPSON, of Martin & Thompson Theatres, Hawkinsville, Ga., has returned there from Atlanta.

Five 'Can-Can' Benefits Already Sold Out Here

A series of five performances which will herald the world premiere of the Todd-AO film version of "Can-Can" have been sold out more than two months prior to the film's opening March 9 at the Rivoli Theatre, the theatre management said yesterday.

Five organizations — Flower and Fifth Avenue Hospitals, Camp Green Acres of the New York City Mission Society, the George Junior Republic, Tel Hashonmer Hospital of Israel, and the Boy Scouts of America—will benefit from the receipts.

Posters for 'Beach'

United Artists and the New American Library are launching an international poster campaign for the movie-book promotion of Stanley Kramer's "On the Beach" with some 9500 book stories, department stores and retail outlets throughout the world. The poster features the "On the Beach" announcement ad heralding the film's simultaneous engagements in major cities on the various continents, and gives full cast and credits for the UA release.

HOLIDAY NOTICE

MOTION PICTURE DAILY will not be published tomorrow, Jan. 1, 1960, New Year's Day.

EDITORIAL

(*Continued from page* 1)

local newspapers, television and radio stations, and other communications media in his immediate vicinity to see that the campaign material receives every possible consideration, and that as much of it as possible is used.

Without this cooperation from the individual exhibitors, much of the valuable work that has been done will have been in vain and much that it might have achieved for the industry in prestige and good will, and for exhibition in reawakened interest in motion pictures and specific attractions that can be turned into box office patronage, will have been lost.

"1960—The Big Year of Motion Pictures" campaign is a practical one, above all. To justify its title, it places emphasis upon the production and entertainment values of 27 top releases—three each from nine cooperating companies—which will be seen during 1960.

Therefore, it should be clear to everyone that the exhibitor who gets behind this campaign in reality is working for himself.

Fox in TV Deal

(*Continued from page* 1)

ist Max Shulman and Rod Amateau, writer and producer-director, respectively, of the popular "Dobie Gillis" series.

Under the new arrangement, which was made with Shulman's organization, Shelby-Lake, Inc., and Amateau's company, Cottage Industries, Inc., the team will prepare a new comedy series tentatively titled "Split Level," based on the "trials and errors of suburban living." At the same time they will continue in their present capacities on "Dobie Gillis."

500 TV Stations

(*Continued from page* 1)

John Doerfer, chairman of the Federal Communications Commission, in a year-end review of FCC developments during 1959.

In addition, he pointed out, some 270 UHF translator stations have been authorized for remote localities. Some 60 educational TV stations have been authorized with about 45 actually operating.

Doerfer also took note of the fact that no applications have yet been received from TV stations to test subscription TV.

Phila. Unit Appoints

PHILADELPHIA, Dec. 30. — Motion Picture Associates named the following committee chairmen for the coming year: Joseph Engel, membership; David Law, insurance; Lester Wurtele, special events; Dave Titleman, welfare; Jay Emanuel, finance; and Sylvan Cohen, constitution.

Fox-Wisconsin Circuit Sold to Joseph Zilber

Special to THE DAILY

MILWAUKEE, Dec. 30. — Joseph J. Zilber, Milwaukee, president of the Towne Realty Co., has bought the entire stock of the Fox-Wisconsin Amusement Corp. from the National Theatre and Television Corp. of Los Angeles. Industry sources estimated the price, not confirmed, at more than $250,000.

Involved are the Wisconsin, Palace and Strand houses in downtown Milwaukee, and the Layton Park theatre which is leased to another operator, the Jeffris and Myers theatres in Janesville, the Fox in Stevens Point and the Wausau in Wausau.

Zilber will be president of the theatre company. S. Daniel Tishberg, a Milwaukee attorney, is vice-president and Albert Frank, who was district manager for National Theatres here, will be general manager. The sale will not affect the 125 employes of the organization, Zilber said. The corporation probably will be renamed Wisconsin Theatres, Inc., he added.

Theatres to Appeal S.C. 'Blue Law' Ruling

Special to THE DAILY

SPARTANBURG, S. C., Dec. 30.— J. D. Todd, Jr., Greenville, one of the attorneys for a group of theatre operators and patrons who sought unsuccessfully to have Circuit Judge T. B. Greneker declare that Section 64-1 of the state's "blue laws" did not apply to Sunday movies or was unconstitutional if it did, has served notice of intention to appeal the ruling to the South Carolina Supreme Court.

In an order filed Dec. 22, Judge Greneker held that the section in question did prohibit Sunday movies and was not unconstitutional.

Earlier, the theatre interests had sought to have the state supreme court take the Sunday movie case in its original jurisdiction. In a split decision on Nov. 2, however, the high tribunal declined to do so and held that the case should be brought up through regular lower court channels.

Then followed an appeal to a special three-judge federal court, but that tribunal also declined jurisdiction and told the movie operators to exhaust state courts first. Hence the current litigation.

U.A. and Soviet

(*Continued from page* 1)

1960, select four out of a list of features submitted by United Artists.

UA will have a choice of a number of Russian features, and has chosen "Fate of a Man" as its first. Other films will follow.

The pact was worked out in accord with the U.S.S.R.-U.S.A. Cultural Exchange Agreement.

LETTERS TO THE EDITOR

SPRINGFIELD, Mass

SIRS

I notice in your Daily, Monday Dec. 28, about Western Mass. Theatres Circuit returned to Samuel Goldstein having been leased by L & D Theatres of Boston.

For your information, L & D Theatres did not lease Western Mass Theatres but had a managing contract for one year, and if they had operated successfully, it could have continued.

Notice was served on L & D Theatres by Western Mass. Theatres Circuit and Theater Manager Corporation, that their managing contract ceased on Jan. 1, 1960.

It is true that John A. Glazier who had booked with Western Mass. Theatres for twenty-four (24) years or longer, will continue to buy and book for the circuit.

Very truly yours,
COL. SAMUEL GOLDSTEIN, president
Western Mass. Theatres, Inc.

'Journey' Gross

(*Continued from page* 1)

best business week since "The Young Lions," more than a year-and-a-half ago.

Breaking long-standing records in almost every situation, the picture is surpassing 20th's "Inn of the Sixth Happiness," which played Christmas week last year, Harrison said. Typical figures are: Chicago, at the Oriental Theatre, $69,535 for 11 days; Detroit, at the Fox Theatre, $41,935 for 13 days; St. Louis, at the St. Louis Theatre, $24,436 for 11 days.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE In Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

FOR 41 YEARS THE BEST AND FASTEST SPECIAL TRAILERS
NEED A GOOD TRAILER FAST?
.. CALL ON FILMACK.
YOU'LL BE GLAD YOU DID!
CHICAGO 1327 So. Wabash FILMACK NEW YORK 630 Ninth Avenue

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Promotion Range Wide for MGM's "Never So Few"

By BLANCHE LIVINGSTON

in charge of out-of-town publicity

RKO Theatres

IT MAKES exciting news — Frank Sinatra and Gina Lollobrigida together in "Never So Few" co-starring Peter Lawford — Steve McQueen — Richard Johnson — Paul Henreid — Brian Donlevy — Dean Jones — in CinemaScope — and Metrocolor.

Metro is stressing, in ads and massive publicity the catch-phrase "Frankie and Gina are Lovers." And this teaming of the stars — Sinatra and Lollobrigida — plus a good solid exciting, daringly-romantic story, against the dramatic backgrounds of India and Burma make "Never So Few" one of the really important pictures of the season. Every RKO manager playing the picture has been asked to back it up 100% with a promotion campaign. We want these entered in the Metro Managerial Contest and hope it'll be an RKO man who wins.

National Penetration

In addition to the fabulous national ad campaign Metro is using in the key city newspapers, national and fan magazines and the tremendous national publicity breaks planned, all of which will give the picture a great deal of penetration, but selling "Never So Few" from a local level is the big job at hand for us.

The ad campaign looks good. I think the title, to a lot of moviegoers, needs an explanation line, and it's done through the catch-lines used in many of the ads:

"Never so few the moments
left for love!"
"Never so few are the chances
of coming back!"

For the action houses, I'd suggest using copy with the "fighting" art as:

"Leading the band of reckless
Kashin guerillas into the Burma hills."





CARICATURE BY BERGER. Gina Lollobrigida, right, as she is seen by world famous caricaturist Oscar Berger, shown making the drawing, left, on the set of "Never So Few."



One of the ad mats available from the pressbook featuring the line that MGM is stressing in the promotion —"Frankie and Gina are lovers." The ads generally feature a variety of art and copy.

Although, Joe Doakes may not know Kashin, it has an intriguing sound.

I think it would be smart to take a little money from the newspaper budget and run an ad on the TV page featuring Peter Lawford of "The Thin Man" series and Steve McQueen of "Wanted; Dead or Alive" co-starring with Sinatra and Lollobrigida.

Two Trailers! There is a gratis teaser trailer available at local Metro exchanges which should be run two weeks in advance of the regular deluxe production trailer in color. This will also be used as a cross-plug trailer where we have more than one house in town.

Action Stills 40 x 60

Aside from regular lobby material, an action 40 x 60 has been made which features several romantic and action scenes and selling copy. This is good to use in advance and can be ordered from Ideal Photographic Corporation in New York — in black-and-white ($9.00) or in color ($14.00).

For a lobby stunt, blow up a still of Sinatra and Lollobrigida (as 1748-45E). Put Gina's head on hinges so it can fold back and offers girls the chance to have their picture taken with Frankie. The girl, of course, puts her head in, in place of Gina's. This is also a good chance for amateur photographers.

Where it is feasible to have a special front and lobby is kept warm enough, try to work in a recessed cage around the Burma backgrounds and put a live monkey in it. A sure stopper, and built-in animation.

For extra excitement in the lobby, have an oversized card to

[*Continued on following page*]

"So Few" Has Many Angles

[*Continued from preceding page*]

be mailed to Frank Sinatra and on the message-side blank space for signatures. which is headed by:

"We, the undersigned are Frank Sinatra fans and pledge to see all his pictures."

Besides the regular radio spots, Metro offers a special Gina Lollobrigida interview transcription which should be welcomed.

Get one of your disc jockeys to be host opening night. Have him invite 50 or 100 of his listeners to be his guests that performance. He can select them by the best sentences sent to him completing —

"I am anxious to see Frank Sinatra and Gina Lollobrigida opening night because ....."

Have the d.j. there in person to greet the guests, and if possible tape remarks on the picture as they exit.

For a "Salute to Frank Sinatra"— Number One Singer on the d.j. polls — get to one station and have the Sinatra songs plugged all day long as a salute to his newest picture; or try to get every disc jockey in town to spin the Sinatra records continuously that day. Your Capitol record distributor may be able to help you.

Although Sinatra does not sing in "Never So Few" the star is so identified as a singer, that tie-ups should come easily. Aside from the radio programs, music stores and record departments can set up window and counter displays on the Sinatra records. Window strip can be printed:

"Never so many Sinatra hit records on sale here
SEE
"Never So Few"— Frank Sinatra's newest picture hit at RKO ....."

Also place a small counter card on the juke boxes in prominent spots around town. and arrange to have Sinatra recording placed high on the lists in the juke boxes.

Frank Sinatra is one of the top Capitol recording artists. Contact the local Capitol distributor for cooperation on displays and promotion.

"Never So Few" has been published by the New American Library as a Signet paperback book. The company has alerted all its dealers and is putting a strong promotion campaign back of this book. Contact the local Signet distributor for tie-up utilizing the rack cards, bumper strips, posters, etc. Tie in stills from the picture for windows. Arrange to banner sides of distributors trucks with playdate announcements.

What makes a good and novel throwaway is a page torn from the book rubber stamped with the title, theatre and date. The one page can whet the movie appetite for book and picture, so the books should be easy to promote.

There is a good 3-column Coloring Contest mat of the three male stars in action. This can be planted in a newspaper, a Shop-

[*continued on opposite page*]



Outstanding among the promotional tie-ups is a national contest being staged by Kleenex with a prize of $30.000 for identifying the stars and completing a jingle. Local dealers will feature it.





Two more sample ads from the press book showing the range of action and romance which are featured in the art and copy.

Tie-ups, Contests Feature Campaign

ing News, used as a herald, or on a super-market's bag-stuffer. asses can be prizes.

Sinatra has appeared in 6 pictures in uniform. Stills from each ake a good newspaper layout — and can also be the basis of a ontest to name each picture. This can also be a disc jockey con- st. The movies are: "Ship Ahoy," "Anchors Aweigh," "On the own," "From Here to Eternity," "Some Came Running," "Never o Few."

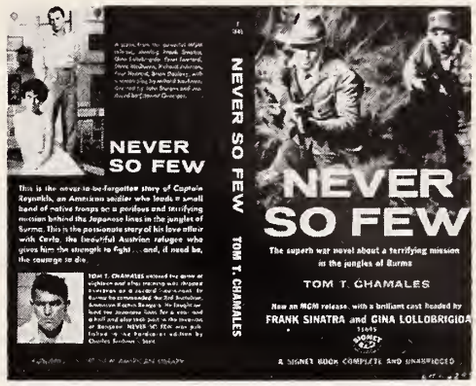
In the picture, Frank Sinatra has a pet monkey, Scheherazade. his still will be, of course, good for displays in pet shops and in o-op ads. You can also run a contest with them (or the Zoo) eeking a name for one of their monkeys.

Gina Lollobrigida is the gals' delight in this pieture as she wears raft of beautiful very new-looking clothes. Tie-in stills are: 748-36, Riding Clothes; 3874 E, Ladies' Hats; 1748-41, Ladies' uits; 3871, Jewelry Coiffures; 3881 E, Flowers. A tie-in line whieh an accompany window displays or ads —

"Never so many flattering styles
SEE
Gina Lollobrigida in "Never So Few."

An *art feature* which should get you a break in your Sunday nusement pages or magazine section is the special caricatures ulius Kroll has done on the two stars as well as some key scenes. hese are available in still or mat form.

To add to the importance of your engagement, request from our Metro field man, a wire addressed to you from Frank Sinatra aying how happy he is that you selected "Never So Few" to play





The Signet paperback edition of the book will receive wide promotion at newstands and magazine counters. Signet is sending the herald at right, to all dealers for distribution to retail outlets.

..... in one of its premiere engagements.

There is a *National Kleenex Contest* with $30,000 as prize awards for naming star heads and finishing jingle. There will be color ads, TV commercials, window banners, entry blanks. Kleenex will extend its cooperation to a local level, and promotion men from Kimberly Clark will be contacting you, so take full advantage.

And in closing, what I touched on earlier, I want to emphasize now. Enter the Metro Theatre Managers' Contest with $2,300 in cash prizes — broken down for both larger and smaller situations. Judging will be on the campaigns submitted. Read the details in the press book — and Good Luck!





The Kroll cartoon, left, available in a mat, features Frankie and Gina. Good action stills are available for lobby displays and local dealer distribution. With the materials available any manager can build eye-catching displays either for his lobby or for store window tie-ups.





Two-Page Color Ad Plugs 'Sheba' in Boston

Special to THE DAILY

BOSTON, Dec. 30.—"Solomon and Sheba," Edward Small film for United Artists release, was promoted here in the "Boston American" with a two-page, center-spread advertisement marking the first time in local theatre history that color was used for such an ad.

B'way Grosses

(*Continued from page* 1)

Hall munched on snacks brought from home or from vendors. Fifteen extra policemen were required to direct the flow of the Music Hall line which, at its lengthiest, numbered 3,000. On Tuesday, from 7:30 A.M. until almost midnight thousands waited patiently in rain and snow for a chance to enter the showcase.

The Music Hall reported a gross of $224,000 for the week ended yesterday, only $3,000 short of the total for the same week last year. The theatre is presenting "Operation Petticoat" and its annual Nativity stage show.

Columbia Has Five

Around midtown, Columbia Pictures' five entries running in six theatres were doing extremely well. "Suddenly, Last Summer," at the Criterion, drew a whopping $72,100 for the week, largest weekly total at the theatre since July, 1956. In its Sutton engagement, the same film grossed $20,415 through yesterday, an outstanding week.

At the Forum, "The Gene Krupa Story" concluded its first six days yesterday with $23,300, highly successful. In its tenth week at the Trans-Lux 52nd Street, "The Last Angry Man" did a first-rate $12,400. "The Mouse That Roared," completed its tenth week at the smaller Guild with an astonishing $17,126, close to the figure for the opening week.

"Porgy and Bess," in its seventh month at the Warner, grossed a sparkling $41,000 for 13 performances. "Porgy" will have two performances a day for the rest of the week.

'Ben-Hur' Sold Out

There is not a seat to be had for "Ben-Hur," at Loew's State, until Jan. 4. Patrons standing on long lines at the theatre yesterday were waiting to buy tickets for performances far in advance. "Ben-Hur," with holiday prices and extra matinees, produced a high-water $62,000 for the week.

At the Capitol, "Solomon and Sheba" is enjoying a fabulous holiday period. In its first six days the film grossed more than $100,000, making it the biggest hit at the Capitol in many year-end holiday weeks.

"Journey to the Center of the Earth," continued to do blockbuster business at the Paramount, where its gross for the week approached $100,000.

"On the Beach," at the Astor, set a new high for a second week at the theatre, with $60,000. "Happy Anniversary," in its eighth week at the Victoria, turned in a resounding $17,000.

"Behind the Great Wall" in Aroma-Rama, at the DeMille soared to $33,600 for the week.

At the Roxy, "Li'l Abner" wound up the week with a stunning $125,000.

Rembusch and Dollinger Get Allied Posts

(*Continued from page* 1)

prise. Dollinger had held the post previously and because of his New York location, convenient to home office sales executives, with whom much of the emergency defense committee's activities are concerned, it was thought he would be re-named.

Dollinger had resigned from both posts at the recent Miami Beach meeting of the Allied board of directors which developed a breach in the organization's ranks over the unexpected election of Myrick to the presidency by the strategy of the so-called Allied "militant" element. In making known his resignations of the posts, Dollinger, a leader of the opposing "moderate" group, had said he wished to give the new president an opportunity to make his own appointments.

Rembusch, one of the leaders of the "militant" faction, is an executive of Syndicate Theatres, Franklin, Ind. Dollinger is national representative of Allied Theatre Owners of New Jersey, which has offices in New York City.

Just how the "moderate" Allied units will react to the Rembusch appointment remains to be seen. New Jersey Allied has a membership meeting scheduled for Jan. 5 and therefore will be the first to make its views known. The organization has indicated already that it would like to see a meeting of the national board called for around Feb. 1 to iron out the internal national Allied differences.

The moderate group includes the Allied units with the largest memberships and best financial condition, among them Western Pennsylvania, New England, Michigan, Ohio, Wisconsin, Illinois, New Jersey and perhaps others.

Subject to Confirmation

The announcement of Dollinger's reappointment to the ACE post noted that it is an elective office and therefore subject to confirmation by the Allied board, which will be done by mail, with confirmation expected to follow promptly. It added that Dollinger's "acceptance of this assignment insures that continuity of thought, experience and acquaintance essential to the smooth functioning of this important cooperative effort."

The announcement also noted that the Rembusch post is not an elective office. The emergency defense committee was formed by Allied in 1954 "to inquire into, report on and take appropriate action in regard to selling methods and trade practices which are deemed to be unfair or unduly oppressive to the Allied members."

Rembusch is a past president of Allied and of Allied T.O. of Indiana, and, the announcement adds, "is widely known and highly regarded among the smaller theatre men as a champion of exhibitor rights."

Attacked 70mm. Policy

Rembusch launched a vigorous attack at the recent Allied Miami Beach convention on 70mm releases and the sales policies governing them, which he charged unfairly delay availability of such product to the average theatre.

It was stated that Myrick is now working on a slate of regional vice-presidents for Allied and hopes to announce his appointments early in January.

Wis. "Moderates' Defer Action

MILWAUKEE, Dec. 30.—No action one way or another on the internal complications in national Allied is contemplated at this time by Allied Theatre Owners of Wisconsin, which regards itself as one of the so-called "moderate" units, according to Edward Johnson, Wisconsin president.

The unit has scheduled no emergency meetings or other action as yet. It will follow a watchful waiting course for the time being in the hope that the existing differences will be straightened out.

Salt Lake City Code

(*Continued from page* 1)

ments which states, implies or is suggestive of conduct which by normal standards is considered to be morally and/or socially unacceptable.

Warren R. Bunting, general manager of Utah Drive-In Theatre Corp., complains that "we can't exploit pictures to their fullest extent." Bunting's chain operates four theatres in the Salt Lake area and one at Orem, Utah.

"I think the newspapers are right to a certain extent," he said, "but I don't think film advertising has the effect of lowering people's morals that they think it has."

Chet Price, city manager of Intermountain Theatres, Inc., and John O. Denman, supervisor of Fox National Theatres, both said they thought the improvement effort was something the industry had been trying to do itself.

"We are trying to work with the newspapers," said Price. "I don't think it has hurt business one bit. I think the industry as a whole has been trying to clean up their ads."

Denman, whose chain operates six theatres in the city and three in other locations of the state, said his group had tried to follow such a policy as the newspapers prescribe all along.

'Talk' Sub-Runs Are Big

"Pillow Talk" is expected to roll up a "sensational" $2,000,000 theatre gross in the greater New York area sub-runs by the time it completes its engagements here in January, Universal said yesterday. The figure does not include the first-run engagements at the RKO Palace and Murray Hill and RKO Albee. The picture is also setting records in Chicago, Pittsburgh, Baltimore and other cities, the company added.

'Goliath' Growing

AIP reported yesterday that "Goliath and the Barbarians" is heading toward a $40,000 week at the Palm Theatre in Detroit. In Minneapolis, "Goliath" broke a five-day record at the Pan Theatre with a gross of $14,750.

Schary Heard

(*Continued from page* 1)

movie history . . . the emergence of the powerful male figure as an idol is evident, and it is true in other walks of American life."

Schary wondered, too, "how long we can hold the movies in bounds against the on-rushing flood of sex detail, bosoms and bordellos that have inundated our books and magazines."

The current and upcoming crop of motion pictures, Schary asserted, "promise the most provocative and unfettered comments on the world about us in its history." Audiences, he said, "demand" this now, because in these areas "America has grown up and is able at last to take a grown-up look at itself and its character."

Stresses 'Democratic Values'

Future successful motion pictures, Schary told MOTION PICTURE DAILY, will have to be "a little bit more than a punch in the nose." They will have to display "devotion and deep, deep exploitation of democratic values." He added that he does not believe that the screen has come of age simply "because we can now say 'hell' and 'damn'."

Commenting on the future of motion pictures, Schary stated that "after the long string of blockbusters we're getting, someone is going to make a little film" that will stress human values and be a great success. He cited "The Defiant Ones," "Executive Suite" and "The Last Angry Man" as films with the approach he had in mind.

Schary said he has no motion picture plans beyond the filming of his hit play, "Sunrise at Campobello."

Continent Enthusiastic Over 'U' Films: Aboaf

Record business being established by Universal's "Pillow Talk" and "Operation "Petticoat" on the Continent during the holiday period has brought enthusiastic reaction from exhibitors there and boosted the morale of U-I's sales organization, Americo Aboaf, vice-president and foreign general manager of Universal International Films, said here yesterday. He has just returned from Europe where he attended a series of sales conferences.

Aboaf predicted a banner year for Universal throughout the world in 1960.

LIBRARY OF CONGRESS
0 007 551 629 0